

LIFE



GERMAN U-BOAT 35

OCTOBER 16, 1939

10 CENTS

"Hey-look at the new car Skinny's dad just bought!"



... AND REMEMBER THIS WHEN YOU LOOK AT ANY 1940 CAR:

● This year the automobile manufacturers have outdone themselves in offering more for your money—in beauty, luxury, safety and *performance*.

But remember: *You've* got to do your part if you want all of that 1940 performance. That means using a gasoline of high enough anti-knock quality to permit your car dealer to deliver your car with its engine tuned-up for full power and economy.

You see, under the hood of every modern car is an important device—the spark ad-

justment—that controls engine performance.

The farther the spark of a high-compression engine is advanced, up to the point of maximum power, the better the performance you get. But the spark cannot be advanced any farther than the anti-knock quality of the gasoline in the tank permits—or the engine will "knock" or "ping," *lose* power and economy.

That's why the better the grade of gasoline you use in your car, the better your engine's performance, as shown at the right.

**EVERY MODERN CAR HAS
3 GRADES OF PERFORMANCE**



BEST PERFORMANCE—with gasoline marked "Ethyl" on the pump or globe. It is highest in anti-knock and all-round quality. Contains enough tetraethyl lead so that your engine's spark can be *advanced* closest to the point of maximum power and economy without "knock" or "ping."



GOOD PERFORMANCE—with "regular" gasoline, which permits the spark to be considerably advanced without "knock" or "ping." Most "regular" gasolines now contain tetraethyl lead, as shown by the "Lead" signs on the pumps.



POOR PERFORMANCE—with low-grade gasoline, poor in anti-knock quality. With low-grade gasoline in a modern car, the engine's spark must be *retarded*—which means *loss* of power and economy.

THIS MONDAY NIGHT . . . Tune in "Tune-Up Time," featuring Andre Kostelanetz, Tony Martin, Kay Thompson. Columbia Broadcasting System, 8 P. M., E. S. T.; 7 P. M., C. S. T.—10 P. M., M. S. T.; 9 P. M., P. S. T.

COPYRIGHT 1939, ETHYL GASOLINE CORPORATION

ETHYL GASOLINE CORPORATION, manufacturer of anti-knock fluids used by oil companies to improve gasoline

1940 WINNER...NEW HUDSON SIX

MOST AMAZING LOWEST PRICED CAR EVER BUILT



ECONOMY WINNER

32.66 Miles Per Gallon in 1000-Mile Test

Running at a constant 29.98-mile average speed, on Bonneville Salt Flats, Utah. Car equipped with overdrive and optional rear axle ratio. You can get an identical car from any Hudson dealer, and even in "stop-and-go" driving, which, of course, uses more gas, Hudson Six economy will amaze you.

ENDURANCE WINNER

20,000 Miles at Average Speed of 70.5 Miles Per Hour

81 new official records*! No stock car ever went so far so fast as this lowest priced Hudson Six. And endurance, so convincingly proved in this racking "torture test," means longer life, lower upkeep cost and higher resale value.

*58 Class D and 23 Unlimited Records certified by A.A.A. Contest Board. Car equipped with overdrive and optional rear axle ratio.



Check! Contest Board officials certified the Hudson Six test cars to be stock models, such as you can obtain from any Hudson dealer. Rigid supervision explains the respect with which A.A.A. figures are regarded everywhere.



Time! Both economy and endurance runs timed by electrical apparatus accurate to 1/1000th of a second! The same equipment timed the fastest mile ever covered on wheels—John Cobb's record in his Railton "Red Lion."



Torture Test! Round and round the giant 10-mile oval flashes the Hudson Six endurance car. A lifetime of punishment packed into 20,000 miles! Proof of stamina that means extra years of service and lower upkeep cost to you!



Finish! Hudson Six endurance car completes its gruelling grind—12 days and nights at better than 70 miles an hour. A car in the lowest price field beating the best endurance marks ever established by any stock car at any price!



Finest Type Independent Front Wheel Coil Springing, never used before on cars under \$1400! With Center-Point Steering, another high priced car feature, and Patented Auto-Poise Control for new sureness and ease of handling!

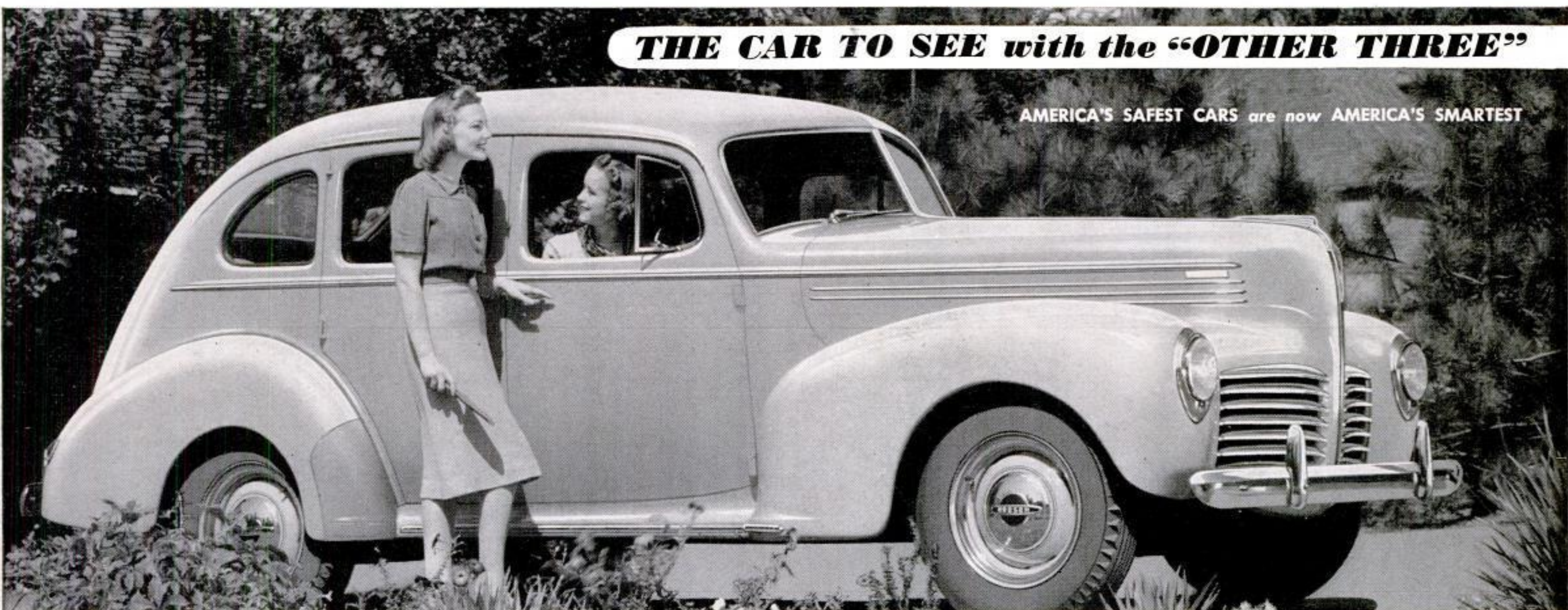


New Safety Vision . . . Handy Shift at Steering Wheel Standard! Clear-vision safety glass runs right down to the top of the hood . . . 17% greater depth, with side-to-side vision already greater than in any other car.



Hudson's Dash-Locking Safety Hood; hinged at the front so wind can't blow it up; locking from a lever *inside* the car to protect engine parts from theft. And it opens w-i-d-e, giving easy access to the engine.

NEW LOWER PRICES
STARTING AT
\$670†



THE CAR TO SEE with the "OTHER THREE"

AMERICA'S SAFEST CARS are now AMERICA'S SMARTEST

Now, for a rock-bottom price, you can own a car with more roominess, more genuine luxury, greater safety, than this price field has ever seen before.

A car that has already *proved* itself the 1940 economy and endurance winner!

Before you buy any 1940 automobile, SEE and DRIVE this amazing new Hudson Six. Enjoy the smoothest ride of your life—with performance no other lowest priced

car can match. Satisfy yourself, at the nearest Hudson showroom, of the truth of this statement:

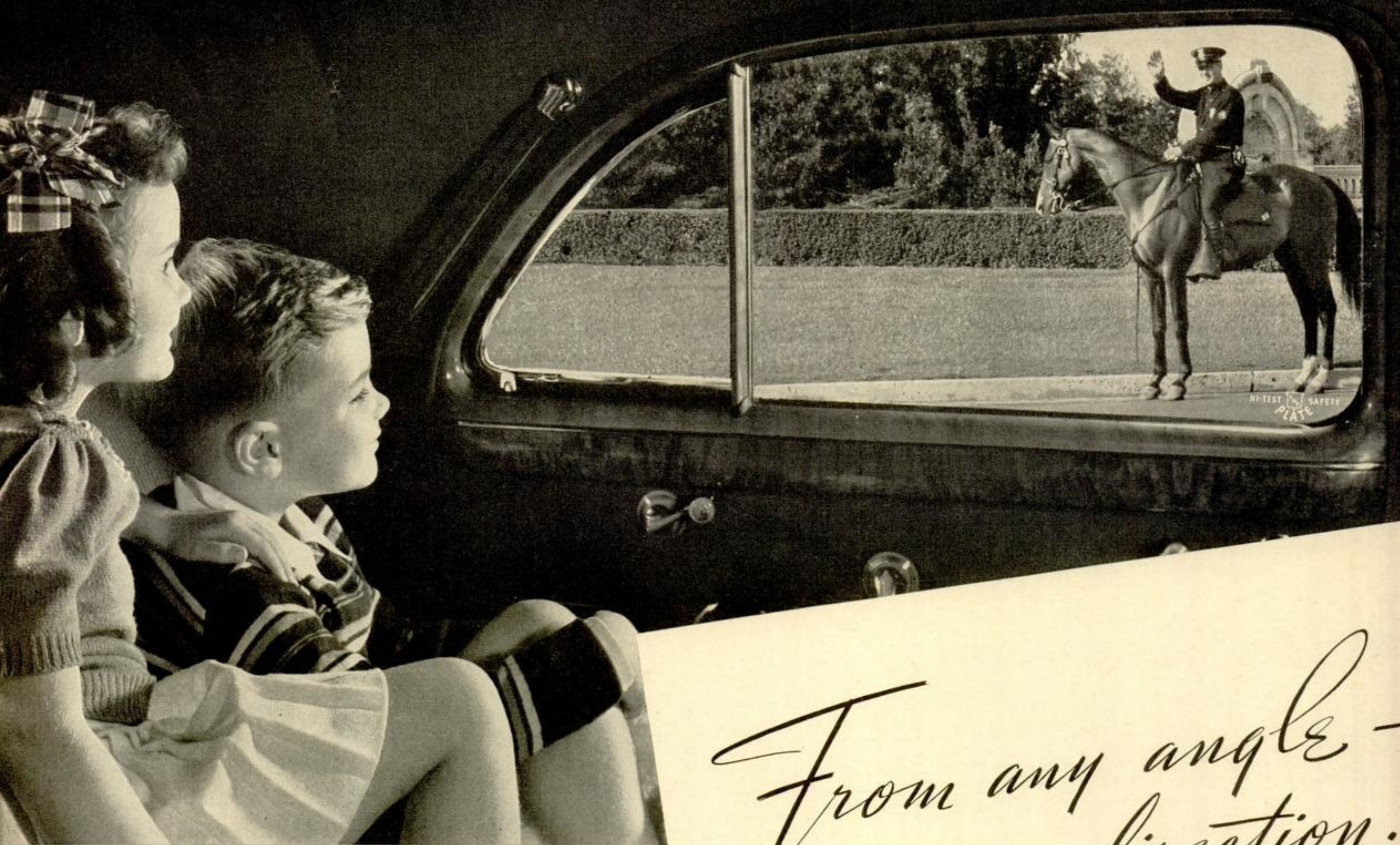
There never has been . . . there is not today . . . any other car in the lowest price field so completely fine, so luxurious, so roomy, so safe; nor one that has so convincingly proved economy, endurance and all-around performance.

†delivered in Detroit, equipped to drive; including Federal taxes, not including state and local taxes, if any. Low time payment terms, with new Hudson-C.I.T. Plan. Prices subject to change without notice. *Improved Airfoam Seat Cushions* at small extra cost (standard in all higher priced Hudsons and in all Convertibles).

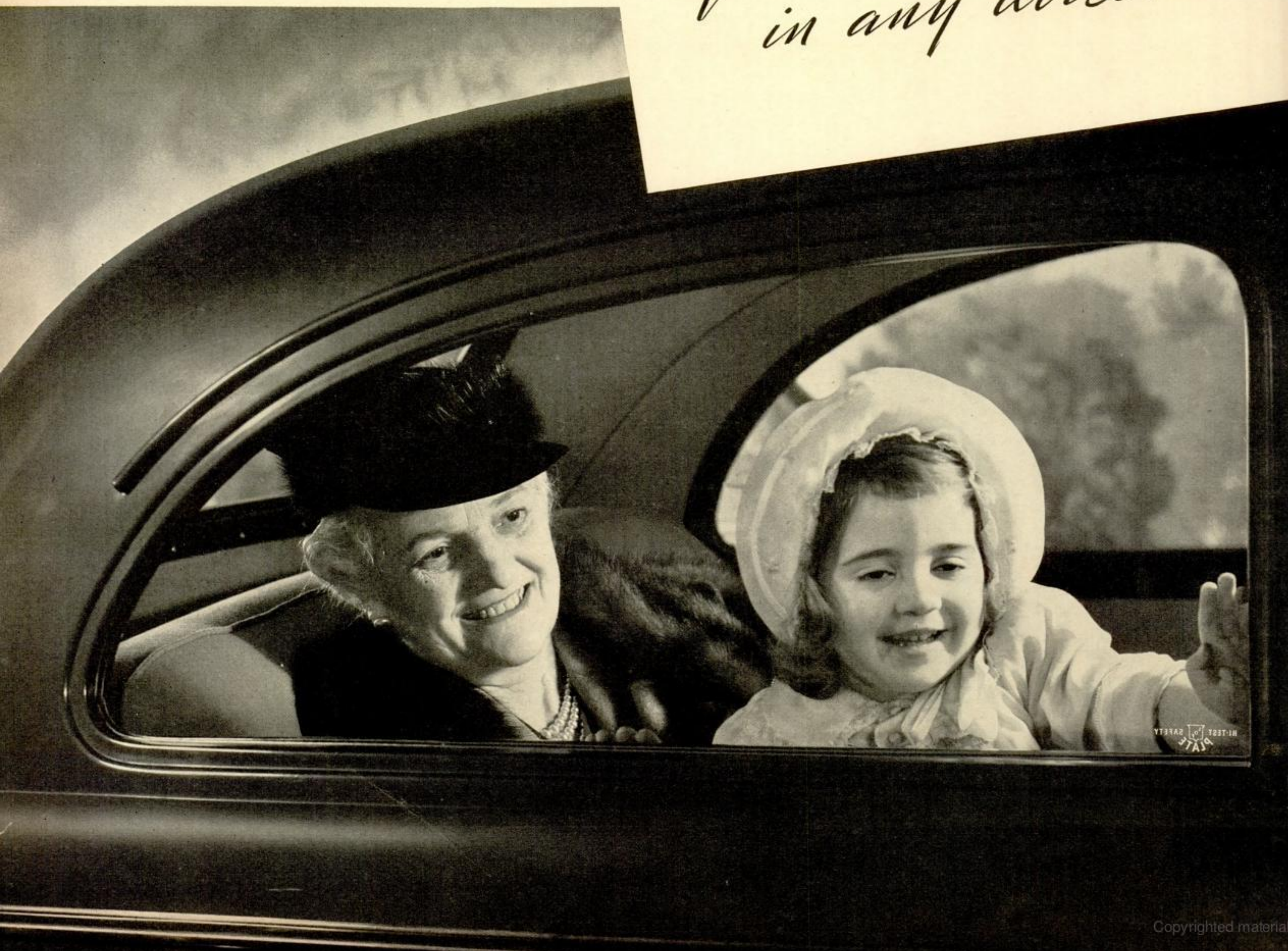
HUDSON ALSO PRESENTS 1940 WINNERS IN EVERY OTHER POPULAR PRICE CLASS . . .

*New Eight and Super-Six
New Country Club Sedans*

NEW 1940 HUDSON SIX



*From any angle -
in any direction.*





You see better AND ARE MUCH SAFER

Automobile drivers get a clear, undistorted view of the road ahead—there are no zigzag effects in the rapid-fire picture they get of the highway. They have Safety Plate Glass for *their* view.

For a long, long time automobile manufacturers have seen to it that the drivers can judge distances accurately and have a clear view ahead by giving them Safety Plate Glass in the windshield.

★ ★ ★

But how about the Lady in the Back Seat? Yes, and all the rest of the Back Seat Passengers?

Many of these passengers resent being called "Back Seat Drivers", just because they get nervous over onrushing cars appearing scarily out of

line when they really are only out of focus. They're demanding Safety Plate Glass in *their* windows too.

And in many 1940 cars they're getting Plate Glass—the new L·O·F Hi-Test Safety Plate Glass—in the side windows as well as in the windshield.

The Hi-Test plastic—tougher, stronger, more flexible—with which this Plate Glass "sandwich" is laminated makes this the *safest* safety glass ever manufactured.

★ ★ ★

Sheet or window glass is all right for houses. Houses don't move. A little zigzag doesn't matter much if it's standing still.

But when these waves get to moving, as they do

in an automobile, they set up a regular shimmer.

And while you may think you have adjusted yourself to it in the side windows of your car, your eyes have not. They get tired and ache.

Plate glass doesn't give the distortion—the zigzag effect of moving sheet glass—because it has been manufactured by special precision processes. It has been ground like an eyeglass, and polished like a gem.

Look for the L·O·F Plate Mark of Quality—on the side windows and the windshield.

Safety Plate Glass is necessary in the windshield—It's *important* in the side windows.

★ ★ ★

Libbey-Owens-Ford Glass Company, Toledo, O.

LIBBEY·OWENS·FORD HI-TEST SAFETY PLATE GLASS

SAFER BECAUSE IT'S LAMINATED
CLEARER BECAUSE IT'S PLATE

HI-TEST  SAFETY
PLATE

LOOK FOR THE L·O·F "PLATE" MARK
OF QUALITY . . . ON THE SIDE
WINDOWS AND THE WINDSHIELD

"PROTECTING THE AMERICAN HOME"



Shrewsbury, Vt., Aug. 17, 1775. On this day, John Kilburn and his family were able to repel an Indian attack on their cabin which lasted from noon until sunset. Kilburn lived to see the fourth generation enjoy the land which he helped free from primitive dangers.

"Take care of YOURSELF"

The first settlers in Vermont have handed down to their descendants one law which every man today can well follow: "Be self-reliant. Take care of yourself."

Joseph A. DeBoer was one of the former Presidents of the National Life of Vermont, under whose leadership it became one of the great life insurance organizations of the United States.

One evening a young man said to him, "If I can hold my job until I am sixty-five, I will be all right. My firm's pension plan will take care of me." DeBoer's reply was, "Young man, you had better take care of *yourself*." It was fortunate that the advice was taken, for the firm's pension plan long since went bankrupt, whereas the young man's National policies, bought on President DeBoer's advice, will shield him from want

during all his retirement years.

For eighty-nine years National Life has been preaching the doctrine of self-reliance. Not merely because it is safer and surer to take care of one's self, but also because it preserves a man's independence and makes him stronger and happier.

National Life policies, flexible to meet every need the future may develop, are designed both for family protection and the maintenance of financial independence as long as one may live. National Life's representatives in thirty-eight states are trained to counsel you in your savings plans so that you may derive the largest possible benefits from what you ought to lay by for the future. An inquiry may prove as helpful in your case as was President DeBoer's advice in the actual history above recited. Use the coupon below:

NATIONAL LIFE INSURANCE COMPANY HOME OFFICE— MONTPELIER, VERMONT

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE CO., Dept. 115, MONTPELIER, VERMONT

Please send me information on the following:

- ☐ A college education fund for my children
☐ Protection for my family ☐ A retirement income for myself

Name _____ Date of Birth _____

Business or Home Address _____

LETTERS TO THE EDITORS

War Issue

Sirs:

You did yourselves proud in the Sept. 25 issue on the War World. It is the first time I have fully understood just what is taking place "over there." It was better than a roomful of military experts and commentators by radio. In fact I feel certain that the students I knew at Heidelberg University in Germany would fully agree that your articles were fairly written even if viewed by a Nazi.

KENNETH C. SHANNON

Miami, Fla.

Sirs:

Please accept my congratulations on the current issue, which is without doubt the best yet.

C. R. CARPENTER JR.

Morrison, Va.

Sirs:

And just in case the War World issue were priced at \$1, do you think I would invest in it? Emphatically YES.

G. H. GEORGE

Springfield, Mass.

Sirs:

A marvelous job. The Hitler story was a revelation. Your editorial, "Americans Hate Hitlerism But Remember the Last War," summed up the situation in a wonderful way.

ARTHUR CAPPER
Senator from Kansas

U. S. Senate
Washington, D. C.

Touched

Sirs:

After two years of incessant war-mongering, it must have been a supremely happy moment for the editors of LIFE when they gazed for the first time upon their supercolossal war edition. Here at last is every single fact, pertinent picture, necessary map; now all your readers have to do is to sit back and enjoy the war. I was surprised that the pages were not impregnated with mustard gas, in order that we might not only visualize the war but also "get the feel of it."

I particularly enjoyed your article on the British Empire. It was so touching in places that I almost shed a little tear, especially that place where you said "Great Britain is fighting today because Adolf Hitler has outraged the sense of justice of the British Empire."

After reading that the British were "probably the fairest rulers the world has ever seen," it made me feel rather bad to think that our forefathers had the insufferable bad taste actually to revolt against such a "sweet, just, boyish master."

Ah, yes, the good old British. The melody has ended, but the taste lingers on. I think that Listerine might help.

CHARLES W. CHRISLIP

Charleston, W. Va.

"Calumny"

Sirs:

Your attempt to cast calumny on the Welsh, who surely have given you no cause, has decided me to refrain from any more renewals of LIFE.

EDWIN H. WELSH

Harrisburg, Pa.

● The caption to which Reader Welsh objects: "... America's bitterness at its former allies' welshing on their war debts."—ED.

Hope

Sirs:

I hope that the staff of LIFE has the good fortune to have its heads blown off in this war which LIFE seems to be doing all in its power to start. . . .

ROBERT JENKINS CLARK

Cambridge, Mass.

Required Reading

Sirs:

May I say that I got more from your remarkable summary of the warring nations than I learned by studying history throughout high school and college. LIFE is virtually required reading around the editorial room here.

JOHN SNOW

Springfield Newspapers, Inc.
Springfield, Mo.

Sirs:

The special issue on the War WorldTM would not sell for a five-dollar bill.

ALBERT VAN VARICK

East Rockaway, N.Y.

Sirs:

An unbiased and unprejudiced presentation of the facts and events of the present European war, such as is found in LIFE, may help to preserve the life of millions of Americans, including myself.

LEWIS AMBROSIO

Berkeley, Calif.

Too Much War?

Sirs:

Well, you've had your fun and I'm sure that you've done more than your duty by spreading anti-war propaganda around, but please, let's have no more gory war talk. I'm sure that there's at least one California beauty who needs photographing, and there are dozens of football games going on every weekend, while the good movies need reviewing badly.

WILLIAM GOLD

Charlottesville, Va.

Sirs:

Let's let Europe fight their war and give only ten pages in the back to them.

RUSSELL E. JOHNSON

Kankakee, Ill.

● LIFE will try to strike a balance between war news and peace news, and will welcome readers' opinions of how it succeeds.—ED.

Ebert Trouble

Sirs:

Your special issue of the War World is a masterpiece. As a European who only recently escaped from the doomed continent and has for thirty years lived in Scandinavia, France, England, Germany and Spain, I can appreciate your job.

However, there is a small mistake on

(continued on p. 6)

YOUR ADDRESS?

IS the address to which this copy of LIFE was mailed correct for all near future issues? If not, please fill in this coupon and mail it to LIFE, 330 E. 22nd Street, Chicago, Illinois.

Effective _____ my mailing address for LIFE will be:

DATE

NEW ADDRESS

Name _____ PLEASE PRINT

Address _____

City _____ State _____

OLD ADDRESS

Address _____

City _____ State _____

Most important advance in 75 years of American watchmaking...

Distinguished Lady Elgin

worn by Sarah Douglas.
Solid 14K gold case with
flexible loops. Smart,
modern. No. 3919.
\$5500

NEW

Lord Elgin

21 JEWELS



Lady Elgin

19 JEWELS

"My smart little Lady
Elgin is right for every
occasion," says
SARAH LOUISE DOUGLAS
Oklahoma City



Lady Elgin. Styled
for tomorrow in
unusual terraced
design. 19 jewels.
No. 2981.
\$4750



Dainty Lady Elgin.
Classic simplicity.
Solid 14K gold
case and 19 jewels.
No. 3905.
\$5500



Lady Elgin. Inter-
esting ribbed de-
sign. Extremely
smart. 19 jewels.
No. 2959.
\$5000



Trim Lady Elgin
with attractive
leaf motif. 19
jewels. Flexible
loops. No. 3906.
\$4750

*Arresting smartness... amazing accuracy! Your
jeweler is showing these remarkable Elgins now*

DOES BEAUTY come first with you? Or straight and true time-telling? Choose one of the Lord or Lady Elgins in the new 75th Anniversary Series and you'll possess both to a degree that is sensational.

Here are no every-day watches. These smartly individual timepieces are created for you who appreciate fine things. In every line of their beautiful cases you sense the handiwork of leading American designers. And they achieve an incredible preciseness of construction.

The Lord Elgins are 21-jeweled... the Lady Elgins 19-jeweled. Tiny parts are accurate to 1/10,000 inch. Drive wheels are covered with 24K gold... large surfaces with costly rhodium. And each watch carries the Elgin Observatory Certificate for timekeeping excellence.

Only ELGIN can give you such timepieces. For only at ELGIN exists the unique, 75-year-old partnership of American craftsmen and scientists which makes them possible. Lord Elgins are priced from \$50.00. Lady Elgins from \$47.50. Other distinguished ELGIN models from \$24.75! See them at your jeweler's now.

★ ELGIN ★

FOR 75 YEARS THE GIFT CHOICE OF
DISTINGUISHED AMERICAN FAMILIES



Lord Elgin. Ar-
resting, new flex-
ible-loop model.
with 21 jewels.
No. 3525.
\$5500



Lord Elgin. Dis-
tinctly masculine.
Solid 14K gold
case. 21 jewels.
No. 3503.
\$10000



Smart, curved
Lord Elgin fea-
turing new cyl-
indrical ends. 21
jewels. No. 3527.
\$5500



Handsome Lord
Elgin in stream-
lined version of
popular round
shape. 21 jewels.
No. 3831.
\$5000

Talented Sarah Douglas is a Senior at Northwestern University and a Pi Beta Phi. She studies interpretive dancing, dramatics, singing. Riding and archery vie for her spare-time interest. "Our family has cherished the Elgin tradition for three generations," she says.

Copr. 1939 by Elgin National Watch Company

This One

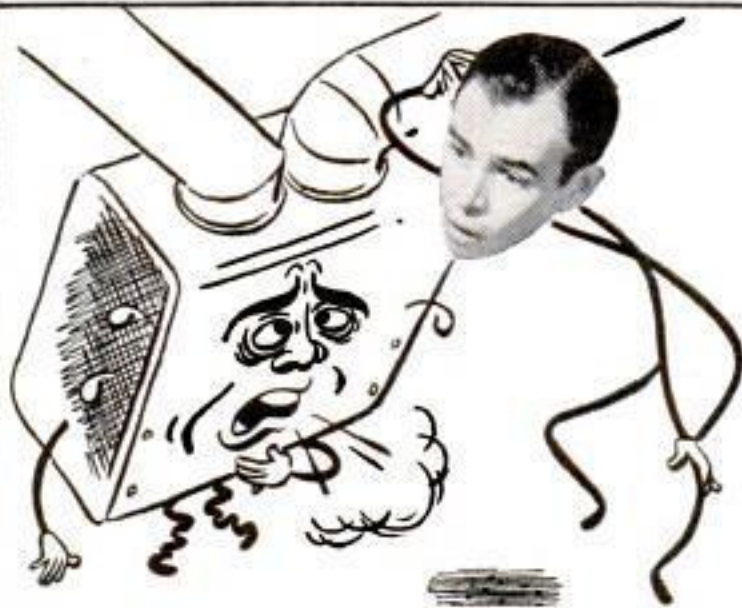


A795-1NY-BWN3

IS YOUR FURNACE ABOUT TO CHOKE?



1. Pat yourself on the back if you have a modern warm-air furnace. It gives you extra clean, even heat.



2. It also gives you economical heat, but to keep it economical you must see to it that the "nose" of your furnace doesn't choke up.



3. This "nose" is an Air Filter. All the air the furnace heats is breathed in through one or more of them.



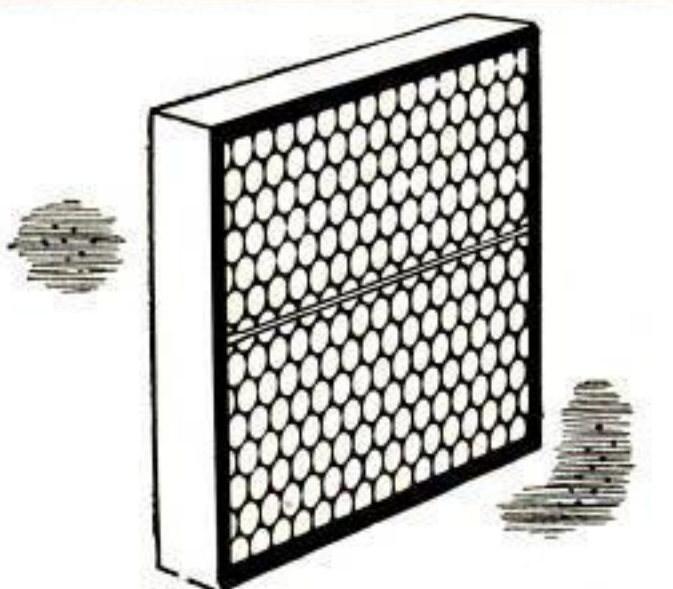
4. These filters cleanse the air as it passes through, take unhealthful dust, dirt, and pollen out of it.



5. They finally accumulate so much dirt that they clog up, retard the flow of air to the heating chamber, hinder heating the house, waste fuel.



6. Check up on your filters now. If they're packed with dirt, see your furnace dealer and get new Fiberglas Dust-Stop filters.



7. Dust-Stops, being made with pure glass fibers, are safe, efficient. They remove pounds of dust, dirt, and pollen from the air, save housecleaning.



8. Cut down unnecessary fuel bills... Always have clean, healthful heat. Put in new Dust-Stops now. They are easy to install. There is a size to fit your furnace and most sizes cost \$1.50.

If you're not already enjoying the comfort of clean, filtered air from your warm-air furnace, get in touch with your furnace man and find how inexpensively an air-filtering attachment can be installed. Write for Booklet L—It's free! Copr., 1939—Owens-Corning Fiberglas Corp.

FIBERGLAS* DUSTOP* AIR FILTERS

Manufactured by Owens-Corning Fiberglas Corporation, Toledo, Ohio
See Fiberglas at the Fairs—New York and San Francisco

LETTERS TO THE EDITORS

(continued)

page 72, where a caption says: "President Ebert (right) reviews troops." Ebert is the man at left, without top hat.

It seems to me that you have a certain idiosyncrasy in always showing another man for an Ebert. In your issue of Aug. 21, you present "Friedrich Ebert Jr., editor and eldest son of German Republic's first President." Here, too, you have shown another man.

According to Freud's psychoanalysis, persistent blunders reveal repressed wishes. May I interpret your blunders as the repressed wish of the world-spirit,



FRIEDRICH EBERT SR. (LEFT)

manifested in your beautiful publication, that the first President of the German Republic should have been another man than the simple-minded party official and saddler from Heidelberg. Then the German people, perhaps, might not have thrown themselves into the arms of the opposite extreme, the maniac adventurer from Braunau.

ROBERT HARTMANN

Mexico, D. F., Mexico

● Possibly. Anyway LIFE got the Eberts wrong. Ebert Sr. is at left in the picture above.—ED.

Baggs' Grammar

Sirs:

"Aliquando dormitat bonus Homerus!" LIFE, too.

Of course, some of you know better than to write, as one of you did in a sub-head on the most prominent page of your Sept. 27 issue: "Who do you want to win the war?"

The fault in construction is common, being based on the analogy of "Who do you think will win the war?" Here "who" is correct, being the obvious subject of the sentence, "Who will win the war?" The phrase "do you think" is plainly parenthetical and can be left out or put in without greatly changing sense or structure.

As the fault is a common one, maybe in the interest of good English you will not grudge the space necessary to help minimize its recurrence.

Easiest way I have found, as a practicing philologist, is to test these "who or whom" question sentences by the simple-to-do but hard-to-describe process of

(1) separating the parenthetical phrase (do you believe, do you say, do you think, etc.) when present, and

(2) if there is no parenthetical phrase, changing the question into a statement.

Taking your sentence, "Who do you want to win the war?" we see at once there is no parenthetical phrase—no "do you think, etc." that can be separated and still leave the sentence making sense. So we proceed to rule two and change the question into a statement: "You want who or whom to win the war?" It's clear that "whom" is correct, as the verb "want" requires an object in the objective case. The acceptable form, therefore, is: "Whom do you want to win the war?" Tedious pedantry?

THOMAS A. BAGGS

New York, N. Y.

● Yes.—ED.

Horror Pictures

Sirs:

As a daughter of a Legionnaire and 40/8 member who was in the World War, I wish to congratulate you on that

(continued on p. 8)



A Taste that does you Credit

GUINNESS is a brew men drank in old-time inns—in days when a hasty word brought swords flashing from their sheaths—times when a good palate and a strong right hand meant more to a man than all the book learning in creation.

Swords have gone out of style today, but Guinness is more in favour than ever. In fact, it is the most popular brew in the world.

Since 1759, Guinness has been brewed in Nature's way, slowly, and aged for a year—in oak vats and in Bottle.

The lasting popularity of Guinness shows that a taste for Guinness is justified by experience with it. Perhaps that's why it has for nearly two centuries been considered something of a compliment to be credited with a "Guinness palate."

GUINNESS STOUT has been brewed in Dublin, Ireland, for 180 years. It is made from barley malt, hops, special Guinness yeast, County Kildare spring water—nothing else. It matures over a year in oak vats and in Bottle until consumed. Like draught beer, Guinness is not pasteurized. Nor is it filtered—it thus contains active yeast... all its natural goodness!

GUINNESS IS GOOD FOR YOU

Sole Distributors for U.S.A., W. A. Taylor & Company, 15 Lighthouse Street, New York. FREE: Story of Guinness since 1759, 66 pages, 44 pictures. Write American Representative, A. Guinness, Son & Co., Ltd., Dept. X-83, 501 Fifth Avenue, New York. Copr., 1939, A. E. Hobbs GU-83



“So that’s your All-American football hero, hey?”

GIRL: Wel-l, Bill may look sort of funny right now, but—

BOY: What’s he go in for? Stealing freshmen’s shirts?

GIRL: Now don’t start being nasty! His shirts probably shrink, the way lots of people’s do.

BOY: Not mine. Not smart guys’ shirts. We buy ours Sanforized-Shrunk.

GIRL: Oh, you mean “pre-shrunk”? My brother says that’s not so hot.

BOY: Not pre-shrunk—Sanforized-Shrunk! There’s a pile of difference, sugar-pie. Sanforizing is a special process—patented and all that. Takes all the shrinkage out of a fabric to within a measly 1%, by Government Standard Test. Says so on the tags.

GIRL: What’s that—in shirt language, I mean?

BOY: Won’t shrink out of size, angel-puss. You can wash Sanforized-Shrunk shirts until they wear out—and they’ll still fit to perfection. Sanforized-Shrunk shorts and pajamas—ditto!

GIRL: Gracious! I wonder if they cost any more?

BOY: Naw! You don’t pay *extra* for Sanforizing. All sorts

of shirts are Sanforized-Shrunk this year—at all prices. All you have to do is to be sure and look for the label.

GIRL: Oh—excuse me a minute, please. I just thought of something I’d like to tell Bill—

BOY: (To himself) Well, bite my tongue off! To think of me giving that big oaf a break!

And did you know this?

Other things besides shirts, shorts, and pajamas are Sanforized-Shrunk now. Look for the words Sanforized-Shrunk on anything made of cotton, linen, or spun rayon.



Women’s Dresses



Children’s Garments



Work Clothes, Overalls



The New Flannelettes



Wash Uniforms



Trousers, Slacks

To be sure of permanent fit...look for the words... *Sanforized-Shrunk*

4 OUT OF 5 MAY BE VICTIMS OF GINGIVITIS

[A common gum inflammation often a forerunner of dreaded Pyorrhea]



Don't Delay—Join Forhan's "Save Your Teeth" Program* Today

DON'T BE FOOLED. Only your dentist's expert care and skilled surgery can remedy Pyorrhea with its shrinking, pussy gums and loosening teeth.

But here is something that you can guard against if your gums are tender and bleed when you brush your teeth. Gingivitis is a gum inflammation where gums join the teeth—very common today—and, if neglected, is often a forerunner of ravaging Pyorrhea.

**That's why intelligent people who want to keep sound healthy teeth now visit their dentist every 3 months.*

Help Your Dentist at Home

Every morning and night massage your gums and clean your teeth with Forhan's

Toothpaste—special formula of Dr. R. J. Forhan for massaging the gums and cleaning the teeth.

Your dentist will tell you that your gums—like any other part of your body—need proper circulation to keep them firm, healthy and more able to ward off infection. And you'll find the special new Forhan's Gum Massager with Forhan's Toothpaste, a most efficient way to bring fresh, nourishing blood to the gums to aid in keeping them strong, hard and healthy.

Forhan's Toothpaste has been used and recommended by many dentists for over 20 years. It helps brighten dull dingy teeth to their natural brilliance and remove acids that cause decay. Join this inspiring "Save Your Teeth" Program! Don't fail to get a tube of Forhan's Toothpaste today. At drug and department stores. Week-end size at all 10¢ stores.



◀ The Original Toothpaste for Massaging Gums and Cleaning Teeth

FREE

50¢ GUM MASSAGER

Send the carton of giant 50¢ size Forhan's Toothpaste to Forhan's, Dept. C-2, New Brunswick, N. J., and receive this wonderful 50¢ Gum Massager FREE.

LETTERS TO THE EDITORS (continued)

section of your Sept. 25 issue in which you spoke of veterans hospitals.

My father has been to Battle Creek three times since 1932. Now he is in perfect health, but only because of the care he got there.

When we'd visit him it was horrible! The men who think the war is still on. Living wrecks of humanity—and I saw only the mild cases. God! are there any worse?

TERRY McKAYE

Ferndale, Mich.

Sirs:

May you be ever lauded to the skies for your courage in publishing the hellish, nauseating photographs of the living dead.

GEORGE B. RETTENGILL

Wabor, Mass.

Sirs:

I wish to send my protest of such horrible pictures. . .

MARY C. FORTIER

Redwood City, Calif.

Sirs:

This last copy I skimmed through and found it so horrible that I left it in the railroad station in Salem, Mass. . .

EDWIN SMITH

Lake George, N. Y.

Sirs:

If you fail to print the most horrible war pictures of all sorts from all sources you will be failing in your patriotic duty to keep this country out of war.

RALPH N. READ

Arlington, Va.

Dissent

Sirs:

How dare you point an accusing finger at "propaganda sheets" and then say "Americans Hate Hitlerism." I'm an American, I have never made any such statement.

AGNES PRITCHARD

San Francisco, Calif.

Chivalry

Sirs:

I derived a great deal of useful information from your fine article concerning Adolf Hitler, the most practical of it being that authorities like yourselves now consider it "circumspect and chivalrous" for a gentleman to pay the rent of a lady's flat.

DOROTHY J. MORRISON

Lawrence, Mass.

● Chivalrous indeed is the gentleman's conduct when, like Hitler, he never calls on the lady.—ED.

Fan Mail

Sirs:

This letter comes from a strictly non-fan-mail-letter-writing guy . . . but the current issue of LIFE is absolutely terrific. In fact, I think it rates as probably the best single issue of any magazine I have ever seen anywhere.

RICHARD SIMON

The Inner Sanctum of Simon and Schuster New York, N. Y.

Place for Pins

Sirs:

I thank you for the large map on pages 30-31 in this week's LIFE. But by the time I got some pins rounded up, Stalin had moved in on the east and I didn't have any place to stick the pins. Things sure happen fast, don't they?

On page 37 I noticed a picture of Stalin, so I stuck some pins in him. I used the rest on Adolf on page 36.

EDGAR WILLIS

Spangle, Wash.

BLUE TIN "SAVES" PIPE SMOKER IN BIG OHIO FLOOD

Cincinnati, Ohio

Dear Sirs:

It took a flood to bring me and Edgeworth together. My first pipeful was given me at the Rescue station where I stopped to warm up after taking pictures for one of the large news syndicates.

For 4 days and nights after that, I was out in all sorts of weather getting flood photos without one wink of sleep. Edgeworth and my trusty pipe just seemed to keep me going.

Nowadays it often happens on a job that somebody stops me and says, "Say, that's nice smelling tobacco. What is it?" I always say, "It's Edgeworth, and it tastes as good as it smells."

Yours very truly,

H. A. STRASSER

Fate often chooses the unlikely spots to bring a pipe smoker and Edgeworth together. Here's another chap who found his favorite pipe tobacco under queer circumstances:

Niagara Falls, N. Y.

Gentlemen:

Last spring I spent 5 weeks in the hospital, and during that time—believe it or not—visiting friends presented me with five half-pound tins of Edgeworth. It just happened to be the favorite tobacco of five different men who enjoy a good smoke and believe in passing their enjoyment on to others.

This experience made me a confirmed Edgeworth smoker, and I also wish to pass this pleasure on to others who may be missing the enjoyment of a real smoke.

Sincerely yours,

M. E. CHESEBRO

Now we don't suggest that you wait for a flood or a spell in the hospital to introduce you to that famous Blue Tin.

We have a much better suggestion. If you hanker to smoke a pipe—or if you yearn for the pipe smoking pleasure that other men seem to get—we'd like to tell you about our Edgeworth Plan.

It was created after 62 years' study of pipe smokers and fine smoking tobaccos. And we believe it will make your smoking "click" from the first puff. Here's what one man writes after trying it out—a letter typical of thousands.

Los Angeles, Calif.

Dear Sirs:

I had never been a confirmed pipe smoker until I took you up on the Edgeworth Plan, but now I really go for this bit of genuine pipe smoking pleasure. Thanks a lot.

Sincerely,

ALTON M. COSGROVE

A postcard to Edgeworth, Dept. LIFE 242, Richmond, Va., will bring you details of the Plan.

NEW Majestic GIVES BOTH!

RADIO at its best
—with automatic
record changing
PHONOGRAPH!



HOLDS 8 RECORDS

2 WAVE BANDS—AMERICAN AND FOREIGN! NO AERIAL! NO GROUND!

- Ready For Television Audio!
- Plays 10-inch and 12-inch records intermixed!
- Self-starting, automatic stop!
- 6-tube superheterodyne!
- Static Bi-Pass, reduces man-made static!
- Automatic tuning!
- Dual tone and volume control!
- Walnut cabinet in contrasting colors!

LET YOUR DEALER DEMONSTRATE THE NEW MAJESTIC TODAY... YOU'LL ENJOY IT!

Miniature Broad-casting Station

Plays through self-contained amplifier and speaker... your radio... or both. No wires.



Radio-Clock Combination

With radio off it's a lovely ivory-plastic clock. With radio on, upper half of dial becomes radio dial!



Portable-Play Anywhere! Power self-contained! No Wires!

4 tubes with 6-tube battery or 7-tube electric performance. Built-in Hi-Q loop antenna.



Write for illustrated literature and name of nearest dealer to MAJESTIC RADIO & TELEVISION CORP., 2616 W. 50th St., Chicago. Cable Address, "Majestic, Chicago." Dealers! Write for name of nearest distributor today.



LIFE'S PICTURES



The grandstand shot of the Yankee Stadium, jammed for the opening of the World Series on Oct. 4, was made by William Wallace, 37, New York *Daily News* staff photographer. Wallace, who says he has covered every World Series played in the Yankee Stadium for the last 15 years, spent the game browsing from boxes to bleachers in search of good angles for spectator shots and took LIFE's Picture of the Week (p. 23) toward the end of the eighth inning. He admits he would rather attend a baseball game with his young son instead of his camera; when photographing he seldom has time to watch the game.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—PICTORIAL PRESS from B. S.
6—HISTORICAL PICTURES SERVICE
9—N. Y. DAILY NEWS
10, 11, 13—TORKEL KORLING
17—THOS. D. MCAVOY—map by TOBIAS MOSS
18, 19—THOS. D. MCAVOY
20—JOHN PHILLIPS, A. P.—JOHN PHILLIPS—W. W., INT.
21—E. S. MALONEY exc. bot. rt. JOHN PHILLIPS
22—KEY.—W. W.—ACME RADIOPHOTO
23—N. Y. DAILY NEWS
24—N. Y. DAILY NEWS exc. bot. rt. A. P.
25—Lt. column HERBERT GEHR; rt. column ERIC SCHAAL-PIX
26—MORSE-PIX
27—MORSE-PIX ex. bot. rt. HARRY LEDERHANDLER
28—PARAMOUNT NEWS from A. P.
29—A. P.
30—DAVID E. SCHERMAN—W. W.
35—HEINRICH HOFFMAN—drawings by WALLACE MORGAN
36, 40, 41, 42—Drawings by WALLACE MORGAN
47 through 52—HART PRESTON exc. t. pp. 50, 51 JOHAN BULL
57—W. W.—WM. VANDIVERT
58, 59—WM. VANDIVERT
60—M. BRECKENRIDGE from B. S.
62—WM. VANDIVERT
67 through 74—COLUMBIA PICTURES exc. t. p. 73 A. P.
79—A. P.—LUDWIG HAFERKAMP—OTTO KURTH
80, 81—Maps by TOBIAS MOSS AND CHARLES TUDOR
82, 83, 84—B. G. SEIELSTAD
85—E. KEBLE CHATTERTON from P. I.—B. G. SEIELSTAD, E. KEBLE CHATTERTON from P. I.—B. G. SEIELSTAD
86, 87—ERIC SCHAAL-PIX
88 through 92—EISENSTAEDT-PIX
94, 95—OTTO HAGEL
96, 97, 98—WM. VANDIVERT
100 through 105—EISENSTAEDT-PIX
108—A. ERISS

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; LT., LEFT; RT., RIGHT; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; KEY., KEYSTONE; INT., INTERNATIONAL; P. I., PICTURES INC.; W. W., WIDE WORLD



...SO I GAVE 'EM TO JUNIOR
Those pots and pans were old ruins, anyway. Should have gotten rid of them long ago...for a lot of reasons.*

Up-to-date ALUMINUM COOKING UTENSILS are a real economy

When a thousand meals a year depend on your cooking utensil equipment, inefficient utensils are false economy. You save fuel, food, and food values every meal when you cook in Wear-Ever utensils. Cooking utensils are a family affair. Read the three little paragraphs below to your husband, and then ask him to help you use the handy check list* at the bottom.



FOOD TASTES BETTER

Aluminum, the metal that is Friendly to Food, keeps food flavors natural. Foods look better, taste better because they cook evenly in Aluminum.



ALL FOOD VALUES

The natural goodness—the minerals, the vitamins, the purity, are preserved in Aluminum. Full food value and full flavor make for appetites and health.



ACTUALLY SAVES MONEY

Nature made Aluminum a better heat conductor than other metals practical for cooking. Heat spreads faster, cooks evenly, uses less fuel. No food spoiled.

*HANDY POT 'N' PAN CHECK LIST!

- Sizes: ☐ Too few ☐ Too small ☐ Too large.
How they heat: ☐ Too slow, waste fuel ☐ Too fast, burn food.
General condition: ☐ Worn ☐ Battered ☐ Broken.
Bottoms: ☐ Bulged, wobbly.
Handles and Knobs: ☐ Loose ☐ Broken ☐ Get too hot.
Lids: ☐ Too few ☐ Out of shape.

WHAT TO DO NEXT—Bring your kitchen up-to-date with Wear-Ever Aluminum Cooking Utensils. When you buy look for the Wear-Ever trade-mark. For 39 years it has guided housewives to "Aluminum at its best." If you do not know where to buy Wear-Ever, write The Aluminum Cooking Utensil Co., 1508 Wear-Ever Bldg., New Kensington, Pa.



"Wear-Ever"

Aluminum at its Best

SPEAKING OF PICTURES . . .



Buick boasts two new series (total: six), bolder curves, a vibrationless engine. The body bulges just below windows.



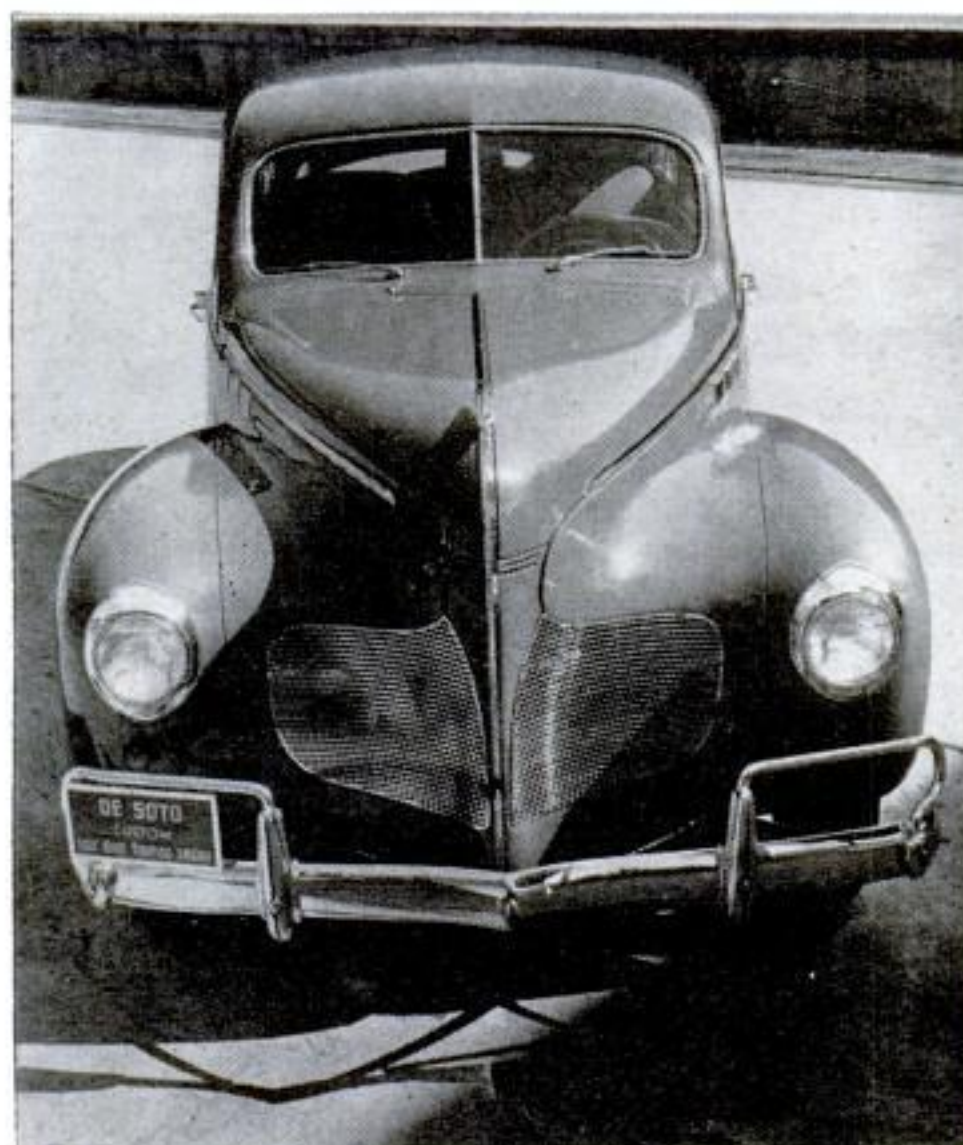
Cadillac, like the Lincoln, is no season job. The mechanical changes throughout the line do not appear on its face.



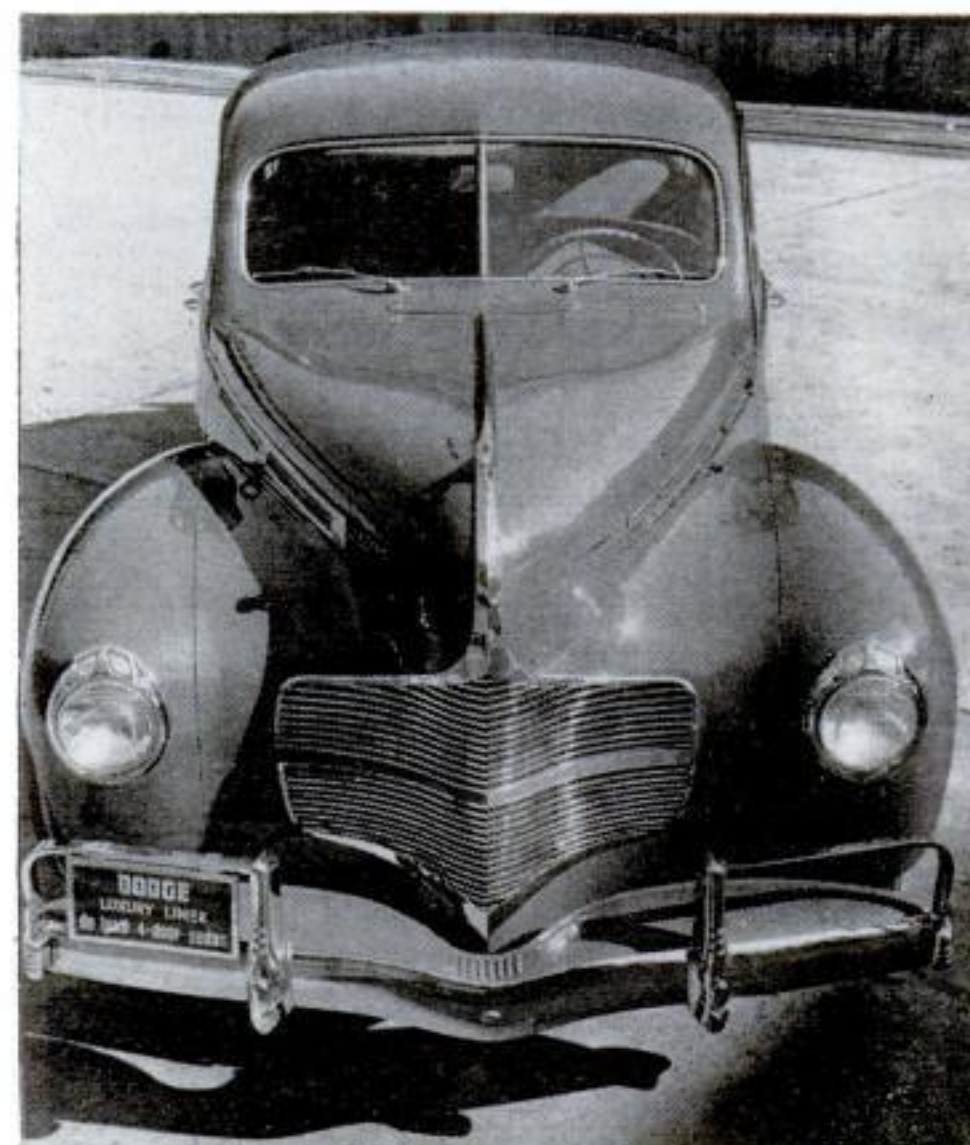
Chevrolet in three series looks heavier, more solid. It is its biggest to date. The alligator hood locks automatically.



Chrysler is longer, lower, molds fenders in abrupt heavy lines. Two-tone upholstery includes burgundy and gray.



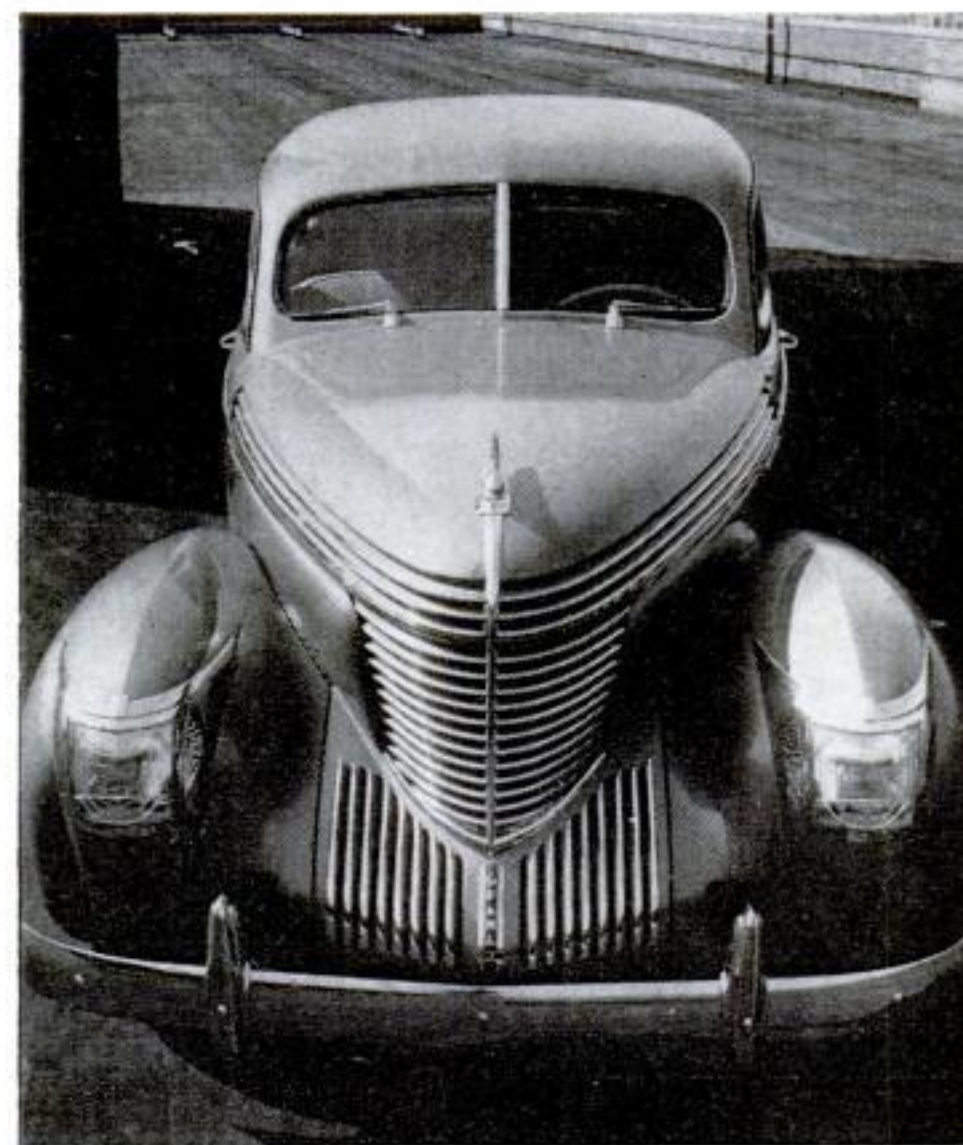
De Soto has shorter throw in gearshift lever, trigger-release parking brake and spinning ashtray-lighter combination.



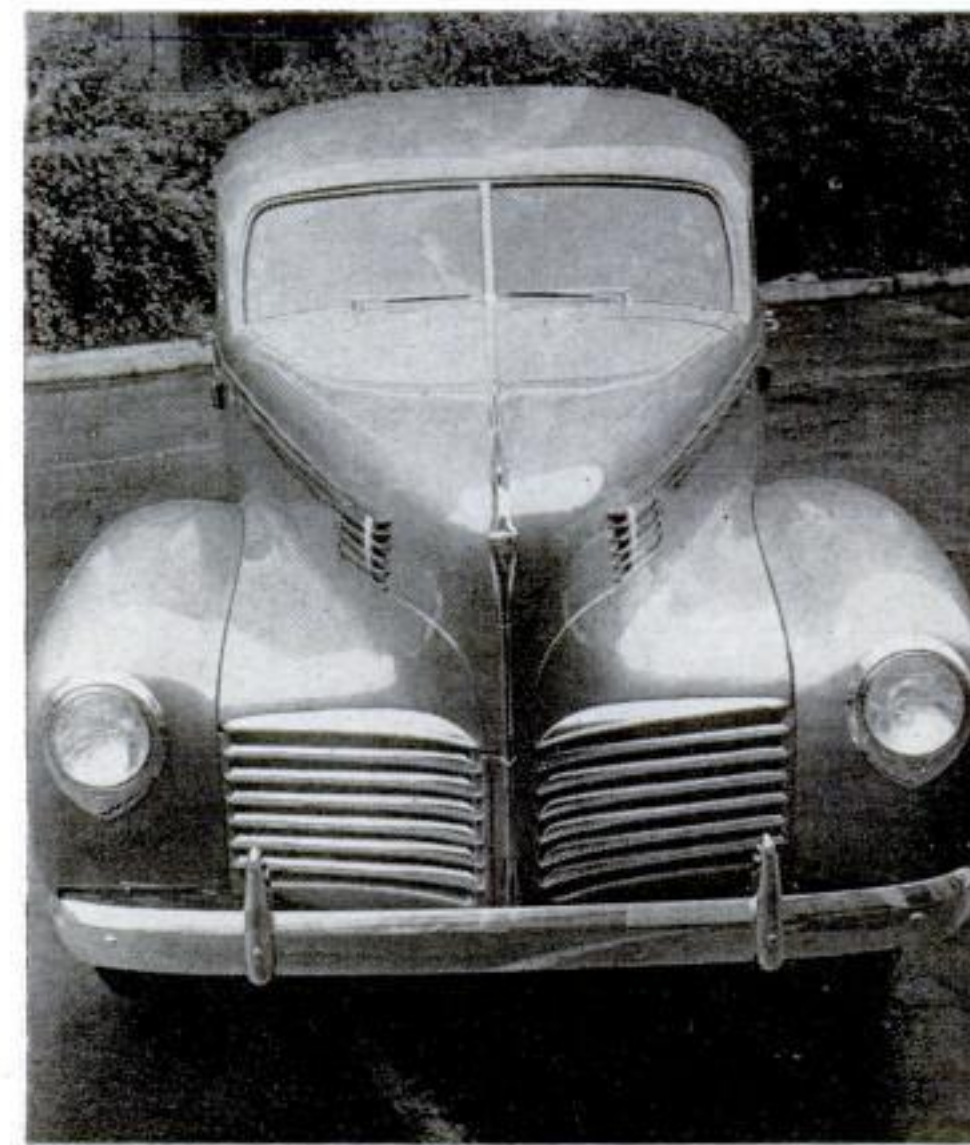
Dodge, with boxlike fenders, optional running boards, has rear axle farther back, engine forward for smoother ride.



Ford has longer hood, more deeply rounded fender, 22 improvements in all. Convertible coupes have automatic tops.



Graham has added lots of chromium trim. Its hood, as on most of the other new models, opens up from the front.



Hudson, now in lowest price field, stresses horizontals, independent front-wheel suspension, center-point steering.

... U. S. AUTOS BOW FOR 1940

Except for a pointed nose here or a rounded one there, the faces on these pages are much alike. They belong to 1940 models ready for the National Automobile Show opening Oct. 15 in New York. Sides and backs of most cars have not varied in style for several years. This year, front too has evolved into a fairly uniform design with sloping hood, flaring radiator grille and headlights generally buried in wide fenders. Emphasis is on comparatives rather than superlatives: lower, longer, broader; more comfort, economy, safety; more grace and chromium.

For 1940 the new Sealed Beam headlight, developed by the industry collectively (LIFE, Aug. 28), as well as steering-post gearshift are now the rule. A sensational engineering change is Oldsmobile's fluid fly-wheel combined with a mechanical automatic transmission, which eliminates the clutch pedal. Other details on cars about to appear: signals to warn when gas or oil is low, motor overheats or generator misbehaves; softer seats and springs; better insulation and visibility. Price trend for 1940 is unchanged or lower.



La Salle keeps the narrow radiator grille, stresses new economy of operation, easy gearshift. Above is new Special 52.



Mercury for second year has a more flaring front, smoother hood and torsion-bar ride-stabilizer to control sidesway.



Nash uses sand, suspended inside the body walls, for sound-proofing, plugs the sedans with homelike convertible beds.



Oldsmobile offers the only sensational mechanical change: the Hydra-matic drive (no clutch pedal), optional at \$57.



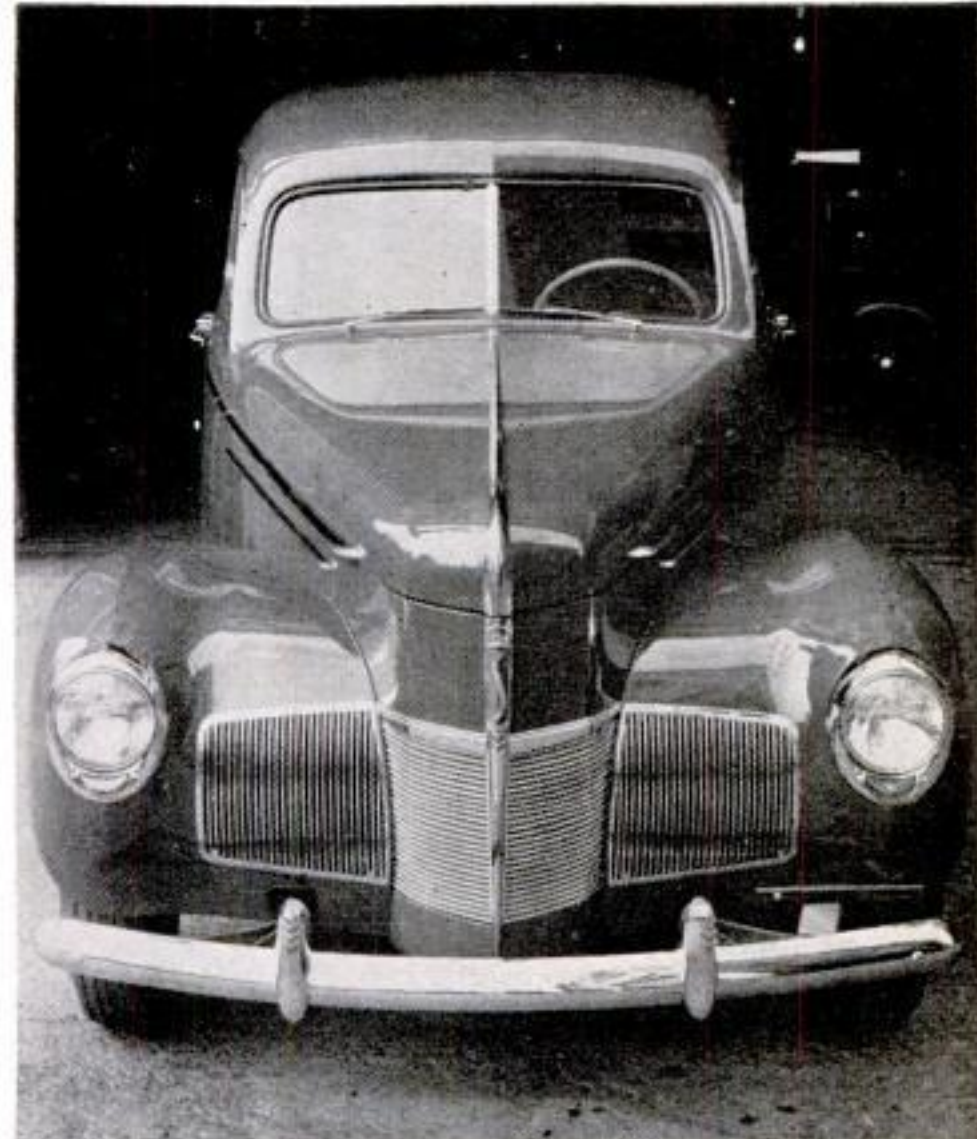
Packard sticks to its lines but narrows the radiator, adds grille, offers newly designed motor in 160 and 180 model.



Plymouth is roomier by 12 cu. ft., has 20% better view. Like all other Chrysler Corp. bodies, it flares at bottom.



Pontiac with pointed front looks lower, longer. Its new Torpedo 8 steps up horsepower to 103 by dual carburetion.



Studebaker eliminates still more protuberances. Even door handles are part of the chromium trim from stem to stern.

José E.
QUESADA

of Havana, Cuba, says

In Havana you don't have to be rich to know the taste of Havana tobacco. Everyone who smokes knows it. Let me explain that your new WHITE OWL Blended-with-Havana has this taste—it is noticeable the moment you light up.

José E. Quesada

In Havana they like the taste of this *brand-new Blended-with-Havana* cigar

WHERE ELSE BUT HAVANA ITSELF would smokers know best the true flavor of Havana tobacco? That's why we took the new Blended-with-Havana White Owl straight to Cuba to test it. We selected typical Cubans—real connoisseurs of cigars—gave them some of the new White Owls to smoke. Without exception they all praised the rich flavor of this new cigar.

Yes—and we're certainly proud of the Havana tobacco that goes into this new cigar. It's a choice grade of Havana. Maybe that sounds unbelievable for a 5¢ cigar? Well, we're America's largest buyers of Havana tobacco and we know what we're talking about. Fact is, this Havana tobacco is the same type used in popular cigars costing 10¢ or more. And there's a generous helping of this Havana in each new White Owl. If you'd like to get a 5¢ cigar with a 10¢ flavor—ask for a new White Owl today.

New
INVINCIBLE

Your choice of 2 shapes

Another "10¢" feature—now yours for 5¢ . . . a choice of shapes to suit your smoking taste. A long, trim, new *Invincible*. And a rich, full-bodied, new *Club House* shape. You get the same amount of tobacco—the same mild blend in either size—only the shape varies.

New
CLUB HOUSE

SEE HOW THE NEW WHITE OWLS ARE MADE—
NEW YORK WORLD'S FAIR, 1939
© N.Y.W.F.

BLENDED
with
HAVANA

New **WHITE OWL-5¢**

SPEAKING OF PICTURES

(continued)



Willys molds headlamps into contour of fenders, follows the new front-end trend. Exception to rule, its Speedway series still allows steering-post gearshift option.



Zephyr is larger, has 105 sq. in. more windshield, chair-height seats, no running board. Continental cabriolet hood is longer and lower than in other Lincoln-Zephyrs.

SH-H-H! NOBODY MENTIONS BAD BREATH!



THAT'S WHY CAROL WAS UNPOPULAR

I WISH I'D NEVER COME ON THIS CRUISE! I HATE IT! EVERYBODY'S SO STAND-OFFISH--

NO, THEY AREN'T, CAROL --REALLY!



BUT YOU MAKE IT HARD FOR PEOPLE TO LIKE YOU, CAROL. I KNOW NOBODY MENTIONS BAD BREATH, BUT--WELL--WON'T YOU TALK TO THE SHIP'S DENTIST ABOUT IT?



TESTS SHOW THAT MUCH BAD BREATH COMES FROM DECAYING FOOD PARTICLES AND STAGNANT SALIVA AROUND TEETH THAT AREN'T CLEANED PROPERLY. I RECOMMEND COLGATE DENTAL CREAM. ITS SPECIAL PENETRATING FOAM REMOVES THESE ODOR-BREEDING DEPOSITS. AND THAT'S WHY...



COLGATE'S COMBATS BAD BREATH ... MAKES TEETH SPARKLE!



"Colgate's special penetrating foam gets into the hidden crevices between your teeth...helps your toothbrush clean out decaying food particles and stop the stagnant saliva odors that cause much bad breath. And Colgate's safe polishing agent makes teeth naturally bright and sparkling! Always use Colgate Dental Cream—regularly and frequently. No other dentifrice is exactly like it."

LATER... THANKS TO COLGATE DENTAL CREAM

COME ON, TED--GIVE THE REST OF US A BREAK! EVERY MAN ON BOARD'S WAITING TO DANCE WITH CAROL, YOU KNOW!



BAD BREATH KEEPS ROMANCE AWAY! PLAY SAFE! USE COLGATE'S TWICE A DAY!



LARGE SIZE 20¢
GIANT SIZE 35¢
OVER TWICE AS MUCH

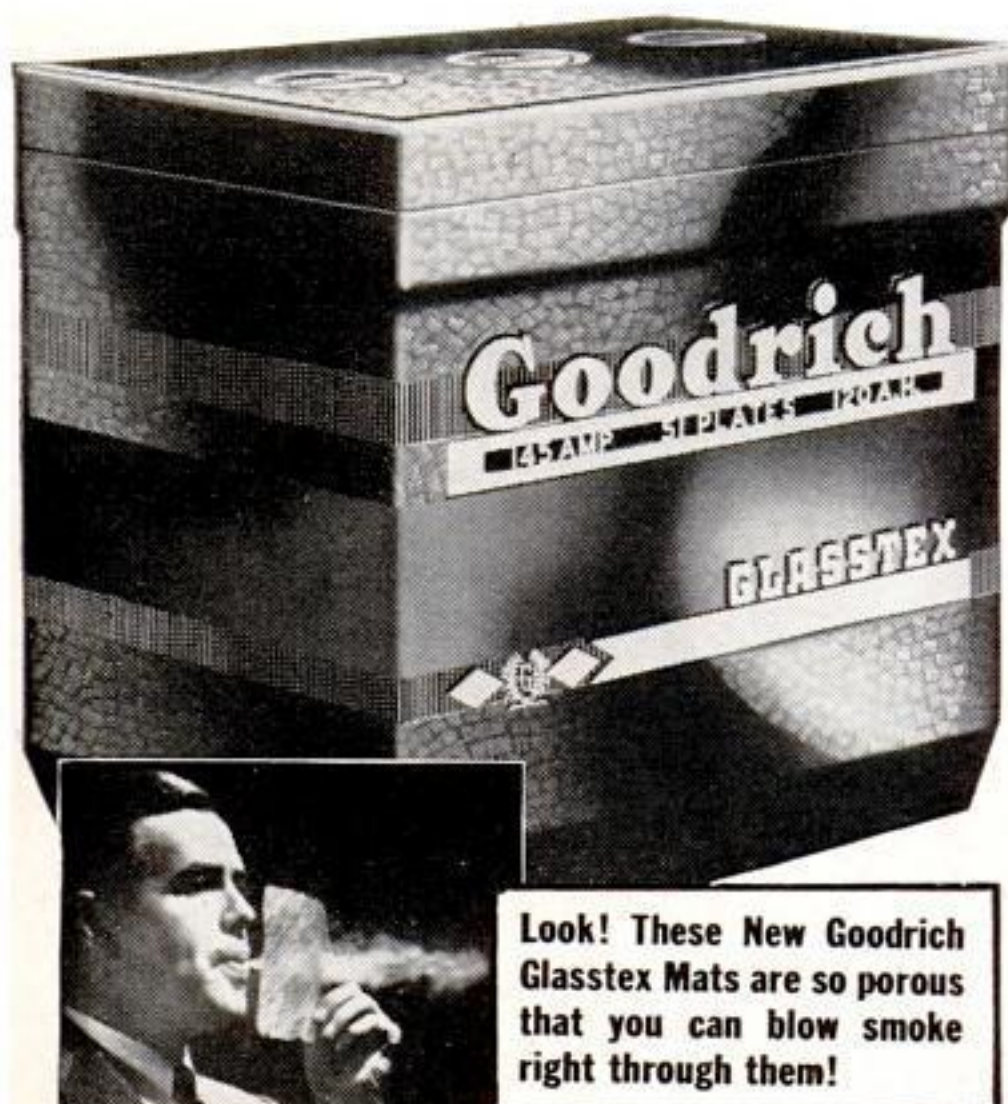
New Goodrich Battery

SO POWERFUL IT STARTS 2 CARS AT THE SAME TIME *AT 10° BELOW ZERO!*



IN ACTUAL TESTS—checked and certified by Western Union—a stock new Goodrich Glasstex Battery started not one but both 85 H.P. motors in these cars at the same time at 10° below zero.

Read How Miracle Glass Mats *DOUBLE* BATTERY LIFE!*



Look! These New Goodrich Glasstex Mats are so porous that you can blow smoke right through them!

HOW MANY TIMES in winter has your motor refused to turn over in the thick, vise-like grip of cold-stiffened oil—even when it was nowhere near 10° below zero? If you're one of the millions who have to drive in cold winter weather—if you want to avoid costly, time-killing delays—here's mighty good news. It's all about the new Goodrich *Glasstex* Battery that does TWICE as much as you'll ever ask any battery to do... a battery so powerful that not just one but TWO motors can be started from it at the same time at 10° below zero!

In a Man-Made Blizzard

In an actual test, certified by Western Union and made in a specially designed room where blizzards start raging at the turn of a switch and temperatures drop with dizzy speed, a stock new GT-151 Goodrich Glasstex Battery supplied all the electrical energy to start two cars, each with 85

horsepower motors, simultaneously at ten degrees below zero and immediately afterward gave fourteen more starts at the same temperature in one minute and forty-nine seconds.**

That's *super-power* to boast about. Imagine how much faster this new Goodrich Glasstex Battery will start your car in cold winter weather when it has only one motor to turn!

Lasts Twice as Long

Batteries wear out because their plates gradually "shed" their vital, power-producing materials. As the plates become worn, the battery grows weaker. But now—to resist this wearing away of plates—to keep this valuable material from being lost—Goodrich "packs" this battery with the unique *Glasstex* mats—woven from mile upon mile of super-fine, crystal glass threads. Each of these threads—and there are millions of them—does "double duty" by holding the power-producing ma-

terials in the plates *twice as long*—by being so porous they allow a full, free flow of the battery acid.

Everything You Want from a Battery!

If you want to get off to "flying starts" in cold weather—if you want a "super-charged" battery with plenty of spunk for *all* the power demands of your car—if you want the real savings in money of a battery that *lasts twice as long*—see your nearest Goodrich Tire and Battery Dealer or Goodrich Silvertown Store now about this Goodrich Glasstex Battery.

*Proved by life tests made in accordance with specifications of the Society of Automotive Engineers.

**At the completion of these fifteen starts the test was terminated because the motor temperatures had returned to normal and starting had become easy and rapid.

THE B. F. GOODRICH CO.

Akron, Ohio

Los Angeles, Calif.

Goodrich GLASSTEX Battery

Trade Mark Registered U. S. Patent Office

CONTENTS

THE WEEK'S EVENTS

Pan-American Parley Bars War From Western Hemisphere	17
LIFE on the Newsfronts of the World	22
Another World Series: 60,000 Fans Watch the Yankees Beat the Reds	23
Ickes-Johnson Debate: How to Save Democracy in War	26
Hitler Reviews Victorious German Army From Plane	28
Ambassador Biddle Flees Poland After Race Against Death from German War-planes	29
Supreme Court Calls on President	30

CLOSE-UP

Kids to the Country: Some of England's Evacuated City Children Like Nature and Some Don't	57
---	----

TRAVEL

A San Francisco Lad Hitch-hikes Across Continent in 12 days	47
---	----

MOVIE

"Mr. Smith Goes to Washington"	67
--------------------------------	----

SPORTS

Football Fun: College Kids Show How to Have It	86
--	----

THE WAR

British Blue Book Gives Diplomatic Inside on Events that Led to War	35
War on U-Boats: British Fight Submarines Like Indians	79
England Guards Its Sea Lanes by Convoys, Mines, Planes, Bombs	80
Submarine Detection: Destroyers Locate Them with Hydrophones	82
Q-Boats: Disguised as Harmless Tramp, It Turns into U-Boat Killer	84

OTHER DEPARTMENTS

Letters to the Editors	4
Speaking of Pictures: 1940 Autos Make Their Bow	10
LIFE Goes to a Texas Fashion Show	100
Pictures to the Editors	106

The cover and entire contents of LIFE are fully protected by copyrights in the United States and in foreign countries and must not be reproduced in any manner without written permission.



LIFE'S COVER: The German submarine U-35, shown on the cover, distinguished itself last week by bagging a Greek steamer and bringing the survivors to the Irish shore. It is a 500-tonner built three years ago at Krupp's Germania yards at Kiel and flies the Nazi war flag with a red field. It is painted gray on the sides to blend with the sky and black on top to blend with the water when submerged. The rows of round holes are the intakes for induction valve. You are looking forward from about midships. For the story of war on U-boats, turn to page 79.

EDITOR: Henry R. Luce

MANAGING EDITOR: John Shaw Billings

EXECUTIVE EDITORS: Daniel Longwell, Wilson Hicks

ASSOCIATE EDITORS: Hubert Kay, David Cort, Joseph J. Thorndike Jr., Joseph Kastner, Noel Busch, Paul Peters, Maria Sermolino, Rachel Albertson, Richard de Rochemont

ART EDITORS: Peter Piening, Worthen Paxton

EDITORIAL ASSOCIATES: Julian Bach Jr., Lincoln Barnett, Margaret Bourke-White, Alfred Eisenstaedt, John Field, Frank Hall Fraysur, Bernard Hoffman, Dorothy Hoover, Sally Kenniston, Alexander King, Thomas D. McAvoy, Hansel Mieth, Carl Mydans, John Phillips, Gerard Piel, Tom Prideaux, Peter Stackpole, Edward K. Thompson, Charles Tudor, William Vandivert, Margaret Varga.

EDITORIAL ASSISTANTS: John Allen, Margaret Bassett, Ruth Berrien, Don Burke, Roger Butterfield, Olivia Chambers, Judith Chase, Diane Cummings, Sidney James, Elaine Brown Keiffer, Will Lang, Dorothy Jane Larson, Mary MacFarquhar, Richard Pollard, David Ritchie, Helen Robinson, Roxane Ruhl, Bernice Shrifte, Shelley Smith, Jean Speiser, Marion Stevens, Lura Street

PUBLISHER: Roy E. Lisen; GENERAL MANAGER: C. D. Jackson; ADVERTISING DIRECTOR: Howard Black

Subscriptions and all correspondence regarding them should be addressed to CIRCULATION OFFICE: 330 East 22nd Street, Chicago, Illinois.

EDITORIAL AND ADVERTISING OFFICES: TIME & LIFE Building, Rockefeller Center, New York.

SUBSCRIPTION RATES: One year in the U. S. A., U. S. Territories & Possessions and Canada, \$4.50; countries of the Pan-American Union, \$6.00; elsewhere, \$10.00. Single copies in the U. S. A. and Canada, 10¢; U. S. Territories & Possessions, 15¢; elsewhere, 25¢.

WHAT I WOULDN'T GIVE FOR A LITTLE OF YOUR PEP!

1. DON'T YOU EVER GET TIRED, MARGIE? YOU'RE AS FULL OF ZIP AT MIDNIGHT AS MOST GIRLS ARE AT NOON! WHAT'S THE ANSWER?

VITAMINS, HARRY. I ALWAYS GET MY VITAMINS. AND THAT REMINDS ME...

2. SINCE YOU'RE TALKING ABOUT "PEP," I KNOW A SIMPLY GRAND BREAKFAST FOOD CALLED KELLOGG'S PEP THAT'S EXTRA-RICH IN TWO OF THE IMPORTANT VITAMINS—B₁ AND D. LET'S GO RAID THE ICE-BOX AND HAVE SOME

3. BUT I HAD NO IDEA IT WAS SO CRISP AND CRUNCHY! I COULD GO FOR PEP EVERY MORNING—JUST ON THAT FLAVOR ALONE!

Kellogg's PEP
VITAMIN-B₁-ENRICHED
30% BRAN FLAKES
WITH VITAMIN D₂ FROM PURE
WHEAT. FLAVORED WITH VANILLA, SUGAR, SALT.

IF YOU, TOO, HAVE LACKED VITAMINS, DISCOVER THE GRAND THINGS THEY CAN DO FOR YOU! AND TO HELP GET YOUR VITAMINS, EAT COOL CRISP **KELLOGG'S PEP**. IT'S A MARVELOUS TASTING CEREAL—CRUNCHY GOLDEN FLAKES OF BRAN AND OTHER PARTS OF WHEAT ENRICHED WITH VITAMINS B₁ AND D. GET **PEP** AT YOUR GROCER'S. EAT IT EVERY DAY, AND SEE IF YOU DON'T HAVE MORE ZIP AND ZEST!

Vitamins for pep! Kellogg's Pep for vitamins!*

*Pep contains vitamins B₁ and D. Each ounce contains 1/5 of an adult's and 4/5 of a child's daily requirement of B₁, and about 1/2 the daily requirement of D.

Copyright, 1939, Kellogg Company



**Before you sign up for any cleaner
be sure to see The HOOVER**

It's years ahead!

When the first woman started cleaning her home with the first Hoover she was 'way ahead—years ahead of her neighbors in cleaning methods. That was 32 years ago.

Other companies started making cleaners.

Hoover added new ideas.

Many new names flashed up—many old names dropped out.

Hoover passed the first million mark.

Women started telling each other, "If you haven't the Hoover cleaner you haven't the best."

In 1926—the biggest news in modern cleaning methods—Positive Agitation—adding great new meaning to the famous Hoover slogan—"it beats, as it sweeps, as it cleans." And the

Hoover again stayed Years Ahead of competition.

Two million Hoovers. Then three million—made and put into the homes of satisfied women. Hoover owners sold more Hoovers to their friends than we sold.



Now more than 5,000,000 Hoovers—the greatest sales record of any major household electric appliance.

Today, the Hoover Company offers the finest Hoovers and the finest values in Hoover history. Years Ahead in streamlined looks. Years Ahead in the exclusive principle of getting out embedded grit by vibrating it out. Years Ahead in convenience. Years Ahead in the ability to get more dirt in less time with less effort.

Before you sign up for any cleaner, see the cleaner you'll *stay* glad you signed up for—it's the Hoover!

Two Names Back Up Every Hoover Sold

The name plate on every Hoover stands for the oldest and largest manufacturer in the industry.

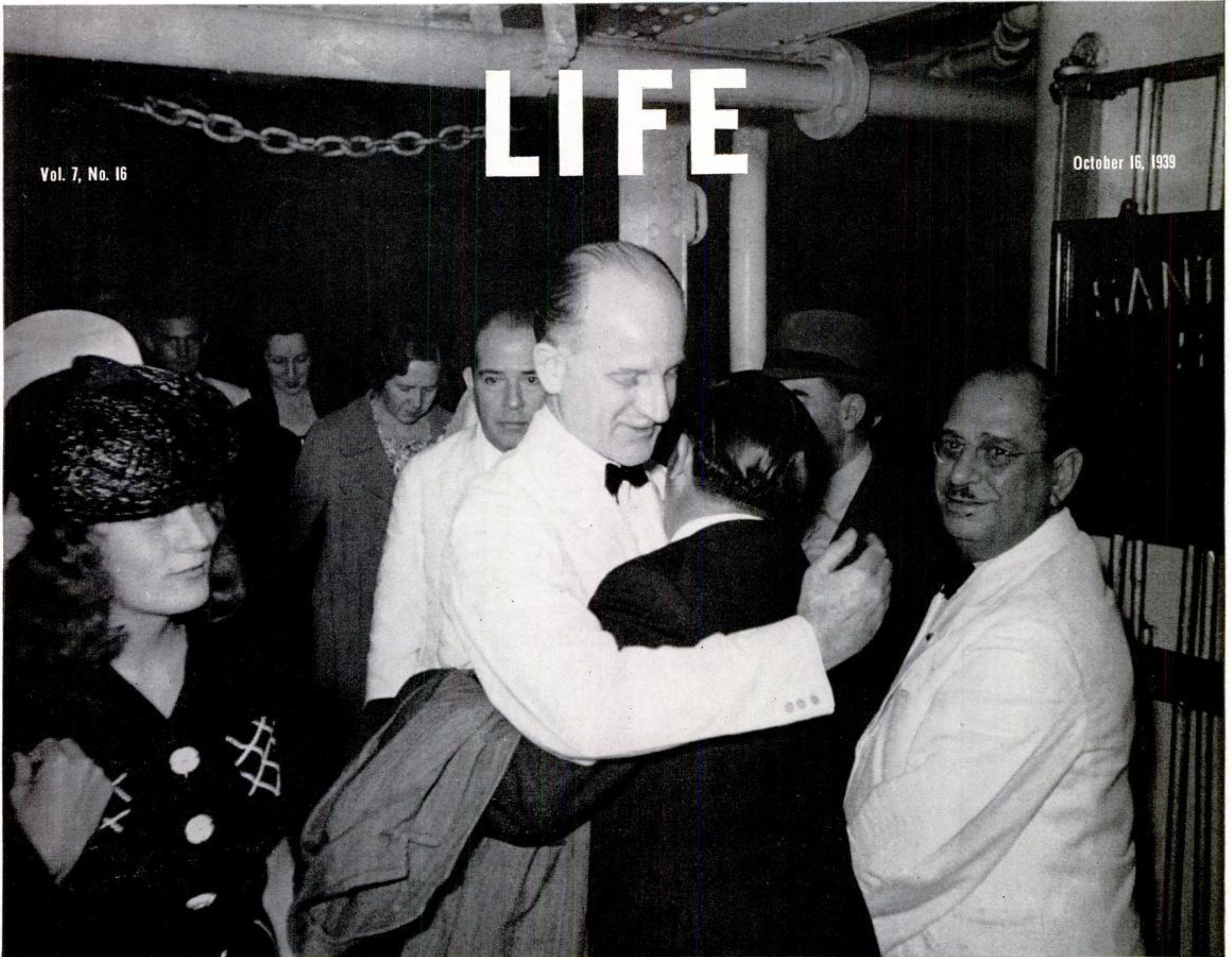
In your city, another great name backs up the name of Hoover. It is the name of a leading local merchant, who puts his reputation behind everything he sells, from a paper of pins to an electric cleaner.

Call for a Hoover demonstration. Find out how little Hoover costs, how easy to pay for (terms: as low as \$1 per week, plus small carrying charge, payable monthly). The Hoover Company, Factories: North Canton, Ohio and Hamilton, Ontario.

HOOVER

IT BEATS . . AS IT SWEEPS . . AS IT CLEANS

Reg. U. S. Pat. Off.



U. S. UNDER SECRETARY OF STATE SUMNER WELLES GIVES A LATIN GREETING TO HIS OLD FRIEND, BENJAMIN COHEN, MEMBER OF THE CHILEAN DELEGATION AT PANAMA



The "safety zone," roughly 300 mi. wide, runs from Passamaquoddy Bay around Cape Horn to Juan de Fuca Strait.

PAN-AMERICAN PARLEY BARS WAR FROM HEMISPHERE

President Roosevelt reportedly sketched the new boundary with his own hand on a White House map. At any rate Under Secretary of State Sumner Welles appeared at the Pan-American "consultation" of Foreign Ministers in Panama with a map on which the boundary was ready-drawn, sold it to the delegates of the 20 other American republics. On Oct. 2 it appeared signed & sealed in a "Declaration of Panama." Within a zone extending roughly 300 miles from shores of the Western Hemisphere, excluding Canada but including many a British and French possession (see map, left), European belligerents were requested to refrain from committing any act of war.

This bold extension of the Monroe Doctrine far beyond the traditional three-mile limit left the world gasping. Presumptive purpose of the "safety zone" was to protect inter-American shipping from the belligerent searches, seizures and sinkings which hampered it during the last War. But it opened up many another possibility. German submarines or surface raiders, for instance, might lurk inside the safety zone to emerge for attacks on British shipping outside and then dart back to sanctuary.

On its face, of course, the Declaration of Panama was wholly favorable to Britain. It meant that in

a wide sea belt the navies of Pan America proposed to relieve the British Navy of the job of protecting British merchant ships from German raiders as they carried vital supplies of North and South American oil, wheat, beef, steel, etc., to Britain. But how could this Pan-American prohibition be enforced? Obviously the U. S. Navy would have to do most of the necessary patrolling, since only Argentina, Brazil and Chile have navies remotely capable of patrolling their own shores. But most of the U. S. Navy is and must stay in the Pacific, where the safety zone is currently of little importance. The British Admiralty was incredulous. Preferring to continue furnishing its own protection, it declared the Declaration unacceptable. The London *Times* tartly asserted that the Declaration had no standing in international law and that any move to enforce it would be an act of war. Thus the U. S. appeared to be headed toward trouble with both Britain and Germany.

That risk was offset by a new, war-strengthened solidarity of the Western Hemisphere. Furor over the safety zone obscured the unprecedented friendliness and unanimity with which the conferees at Panama agreed in many other measures to stand together, politically and economically, against the shocks of war.



The historic picture above shows the Pan-American delegates as they posed before settling to work in secret session as a Committee of the Whole. Their advisers are seated behind them. Around the table clockwise, beginning with delegate at head of table with back to the camera, are representatives of Paraguay, Nicaragua, Mexico, Honduras, Haiti, Guatemala,

United States, Salvador, Ecuador, Chile, Cuba, Costa Rica (at far end of table), Colombia, Brazil, Bolivia, Argentina, Panama, the Pan-American Union (official good-will organization), Venezuela, Uruguay, Dominican Republic, Peru. The conference was held in Panama's National Institute, which houses the University of Panama and was built with part of the first

\$10,000,000 which U.S. paid Panama for canal rights.

A cause for U. S. pride was the skillful performance of Under Secretary Welles, who spoke fluent Spanish, tactfully let others take the lead in public but was mightily persuasive in hour-long private calls on each of the 20 other delegates. Though the German Minister to Central America called in outside reinforce-



ECONOMIC COMMITTEE MEETS IN A BARE, RUGLESS ROOM OF NATIONAL INSTITUTE



GERMAN MINISTER (BEHIND FLOWERS) AND STAFF KEPT DISCREETLY TO THEMSELVES

UNDER SECRETARY WELLES MAKES A CALL ON PERUVIAN FOREIGN MINISTER GOYTISOLO



WELLES VISITS BOLIVIAN DELEGATION. HE SPENT AN HOUR WITH EACH ONE





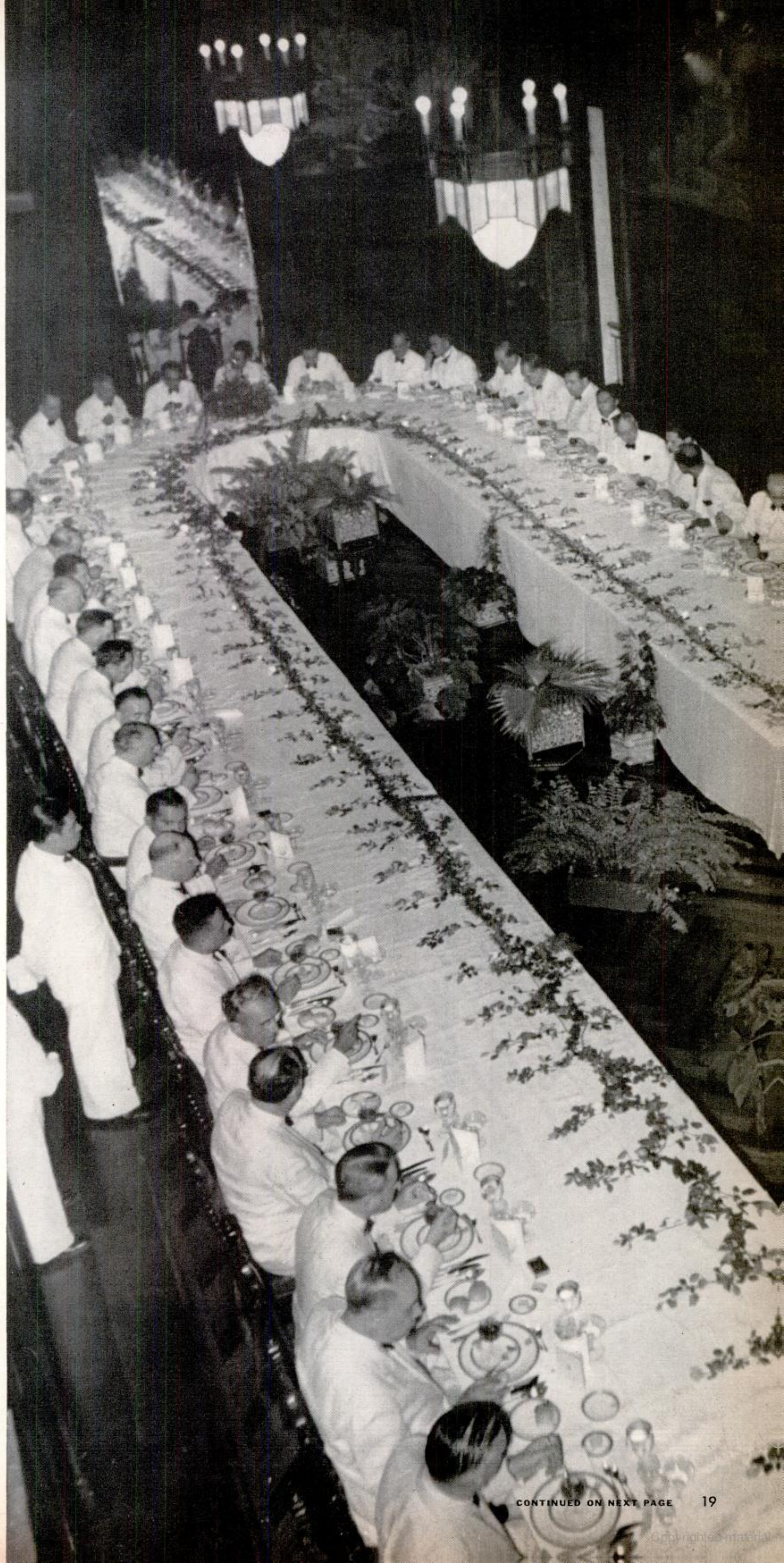
ments for the occasion, Germans were not much in evidence during the conference. Aside from characteristic picture-snapping (*see below*), the Japanese chargé d'affaires in Panama distinguished himself only by giving an opera party which was a total bust. Only one delegate attended. Right: banquet for the delegates in Panama's Presidential Palace.



JAPANESE CHARGÉ D'AFFAIRES AT PUBLIC SESSION



WELLES GREETS ARGENTINE DELEGATE LEOPOLDO MELO





The go-getting Yankee in the center is Harold Gresham, senior economist of the U. S. Tariff Commission, as he was photographed last summer at Asunción, Paraguay, with his four native assistants. Congress provided last year that any Latin-American country which wants to

may borrow a U. S. expert to help with its problems. Paraguay wanted help in straightening out its tariff system, borrowed Mr. Gresham. Other U. S. experts or missions are helping with agricultural, military, health and other problems, helping train Latin Americans.



The big problem of U. S. trade with Latin America is spotlighted in this show, *The Dollar is Mad*, put on in Buenos Aires last summer. Cries an actor impersonating Argentina's President Ortiz: "What are you going to buy from us?" Replies Uncle Sam Roosevelt: "I

don't buy, I only sell." Much of Latin America's produce is agricultural, of which the U. S. already has a surplus. Below: four Latin-American women (second to fifth from left), members of good-will delegation, pose with U. S. hostesses at New York World's Fair, Oct. 5.



U. S. AND URUGUAY PRESIDENTS MEET AT BUENOS AIRES, 1936

THE U. S. GETS BUSY MAKING FRIENDS WITH LATIN AMERICA

If the ill wind of Europe's war blows good to anyone, it may be the Western Hemisphere which will benefit. Ever since 1933, and especially in the past two or three years while trouble was blowing up hard in Europe and Nazis and Japanese were making threatening inroads in South America, Good Neighbors Roosevelt and Hull have been trying to wipe out the old distrust of "dollar diplomacy," draw the U. S. and Latin America closer together in politics, trade and friendship.

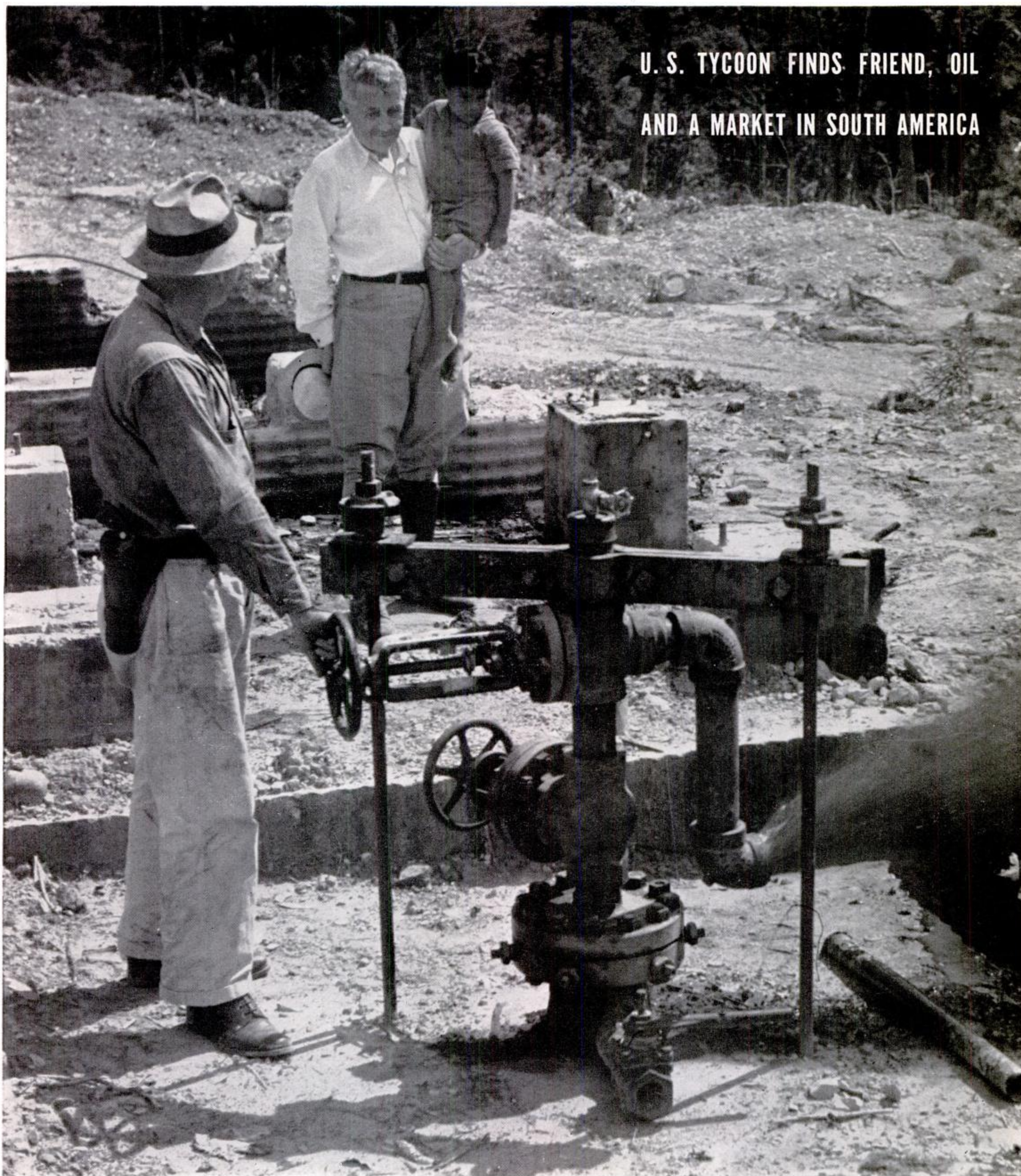
They have gone about their purpose actively, with a series of conferences, loans, visits back & forth by statesmen and generals, good-will cruises, practical help and co-operation in problems of trade, defense, shipping, highways, public health, education, cultural exchange, development of Latin-American resources. War has given their efforts a boost. New loans, new trade treaties were bruited at the Panama parley. The conferees agreed to set up an economic committee to sit in Washington for the duration of the war, act and advise on common problems.

While the U. S. may pick up some of Europe's and especially Germany's war-lost business, no informed observer expects the U. S. to enjoy any great Latin-American trade boom in the immediate future. For a while the U. S. must probably continue to give, in the shape of loans, private investments and increased purchases, more than it gets from the potentially rich but still largely undeveloped lands to the south. But far-seeing businessmen like Texaco's Rieber (*see opposite page*) envision there a great source of supply, a great market. And far-seeing statesmen like Messrs. Roosevelt and Hull envision an unofficial American commonwealth of nations which might be able to exist and prosper independently of the rest of the war-torn world, and in any event would show that world an example of how nations may live together in amity and mutual benefit.



HULL GREETS BRAZIL'S CHIEF OF STAFF AT WASHINGTON, 1939

U. S. TYCOON FINDS FRIEND, OIL AND A MARKET IN SOUTH AMERICA



This is Captain T. (for Torkild) Rieber, board chairman of The Texas Corp., photographed last April as he visited an oil camp near Rio de Oro, Colombia, in the great Barco oil concession which his company and Socony-Vacuum are now jointly developing. The youngster in his arms is a Motilone Indian named Martin, member of a savage tribe which periodically takes arrow pot-shots at the pioneering oilmen. Martin was found abandoned last spring, adopted by an engineer at the camp. Like U. S. Steel, which last

week was reported planning to spend \$30,000,000 to tap and process Brazil's vast iron deposits, Texaco and Socony-Vacuum are looking well into the future. They have already sunk some \$43,000,000 in their concession.

Texaco has found not only a rich source of supply but also a market—small now but potentially great when South Americans get the money to build more roads and buy more automobiles. Shown at right is a Texaco filling station in Sao Paulo, Brazil.



LIFE ON THE NEWSFRONTS OF THE WORLD

The warring nations hold their armies in leash while Europe makes a last try for peace

It was a kind of half-armistice. The two greatest armies ever assembled on the face of the earth were marshaled on the borders of France and Germany, ready to spring. Air fleets were poised to fly for London, Paris and Berlin. But the war was back where it started—in the chancelleries.

The situation had vastly changed in a month's time. Adolf Hitler had had his way with Poland. He stood forth last week not as the demanding ruler of a have-not nation but as the head of a state which, for the time being at least, was more or less satisfied. The Versailles System, upon whose injustices he rose to power, was in fact finished. Now there was a new status quo in Europe and Hitler was its champion. Now England and France were the revisionist powers.

It was as a champion of the status quo that Hitler arose to speak in the Reichstag. The speech had been answered in advance. The Governments of England and France stood committed not to accept a "dictated peace" and in fact to make no peace at all with the present German Government. But, whether to England and France or to neutral opinion or only to the history books, Hitler made his bid for peace. Poland, he said, could never be reconstituted because both Russia and Germany had decreed otherwise. "Why," then, he asked, "should this war in the west be fought?" But his "peace terms" were disappointing. He spoke of setting up a small pure-Polish state, of the return of German colonies in Africa and of disarmament. But he said nothing of restoring Czechoslovakia, little to convince the Allies that peace would be permanent or disarmament real. The British Government said it would "study" the proposals but left little doubt that its answer would still be no. France's Premier Daladier said categorically "No."

Thus last week the hopes for peace rose, only to fall again. The will to peace existed in every nation, even with the war five weeks old. Beyond doubt there was some middle ground between Hitler's "My peace or else" and Chamberlain's "Hitler must go" on which both countries could find a permanent solution which each would prefer to war. Hitler admitted in his speech that in war "there are never two victors and very often only losers." The British Government knew that even in victory England may never re-establish the kind of world it is fighting for. Both fear that Russia may be the only victor at the end of a European war, as it has been the chief victor in its first month.

If any real peace terms were to be accepted, some neutral power would have to propose them. Germany looked hopefully to President Roosevelt but Washington felt sure that he would make no offer unless England and France accepted it beforehand. A likelier candidate was Mussolini, who is highly displeased at the way Germany and Russia are crowding Italy out of the Balkans. The Duce is one ruler who stands to gain little and perhaps lose much in a long war.

Ancients for Peace. In England the chief spokesmen for peace were a doughty little group of ancients who, perhaps because their careers are behind them, dared to speak their private thoughts. After Chamberlain's speech of Tuesday in the House of Commons, David

Lloyd George, 76, begged the Government not to turn down any peace proposal without consideration. As to Poland, he did not feel that England was obliged



LLOYD GEORGE

to restore its boundaries, especially the eastern boundary. "Whether the part of Poland they [the Russians] have annexed is truly Russian is a matter for discussion. It certainly is not Polish." When Alfred Duff Cooper called this "a suggestion of surrender," Lloyd George furiously retorted: "This is the first time the charge of funk has been made against me. There is no talk of surrender and Mr. Duff Cooper may live to regret his words." In a letter to the Polish Ambassador, Lloyd George went further. Poland, he said, had been ruled by the worst feudal government in Europe, which oppressed its minorities and kept its peasants in dire poverty, and England should never have guaranteed it against aggression without Russian support.

These sentiments were echoed in even more lively fashion by George Bernard Shaw, 83, who brashly proclaimed, "The war is over." Mr. Shaw was particularly peeved at the wartime restrictions: "Whatever our work in life may be, we have been ordered to stop doing it and stand by. Wherever our wives and children are, they have been transported to somewhere else. . . . We have been bundled out into the street neck and crop, and our own houses simultaneously made into nests of billeted little évacuées, often unofficially described as little Hooligans." Mr. Shaw's feelings about the evacuated children were shared by many Britons (see p. 57) but his other sentiments were the same that brought the charges of pro-Germanism against him during the last War. No lack of patriotism could be charged, however, to H. G. Wells, 73, who did his bit in 1916 by writing *Mr. Britling Sees it Through*. In the *Times*, Mr. Wells warned that if England insisted on fighting it out she risked not only military defeat but the end of civilization and even of the human race. This time Mr. Britling did not feel like seeing it through.

Sawdust Diet. The British blockade was beginning to pinch Germany. In fear of shortage all food was rationed. Restaurants were ordered to serve one uniform stew meal a day. With shaving cream being issued at the rate of one tube every five months, the Government started a propaganda campaign to the effect that bearded men are as kissable as clean-shaven men. Private automobiles were laid up for lack of gasoline. In New York the enterprising *Daily*

News tested the German rationed diet by having a family of four live on it for a week. They missed eggs and green vegetables, got heartily sick of potatoes, said after the third day it all tasted like sawdust. The father lost 5 lb., mother and son 2 lb. apiece.

Meanwhile the British Ministry of Information claimed with special glee that England was depriving the two top Nazis of breakfast delicacies. Göring, it said, had been getting shipments of fancy butter from an English firm until last week. The firm in question indignantly protested that its customer was another Göring but the Ministry went blandly on with a story that the British patrol had seized two tons of coffee from Aden consigned to Adolf Hitler personally. They had a picture to prove that one.



RAEDER

to those surrounding the sinking of the *Athenia*" (implying by England). Mr. Roosevelt made the message public and sent a convoy to meet the *Iroquois*.

Fickle Russia. One week after moving in on Estonia, Russia repeated the process with Latvia, receiving rights to establish air and naval bases and to quarter troops. Next in line appeared to be Lithuania, previously considered by Nazis to be their private sphere of influence, and Finland. Russia was reported preparing not only to move in on Lithuania but to fortify that country's border against Germany. Finland was invited to send a delegate to Moscow to discuss "matters of mutual interest."

In another move which pained her new friends in Berlin, Russia propositioned Norway, Sweden and Denmark for the lease of freighters to transport goods to England. They would travel through the Arctic Ocean, across the top of Scandinavia, to avoid the German blockade of the Baltic. Norway accepted the deal. Sweden and Denmark demurred. If the ships get started before their course freezes over, Germany will have a pretty problem whether to sink them.

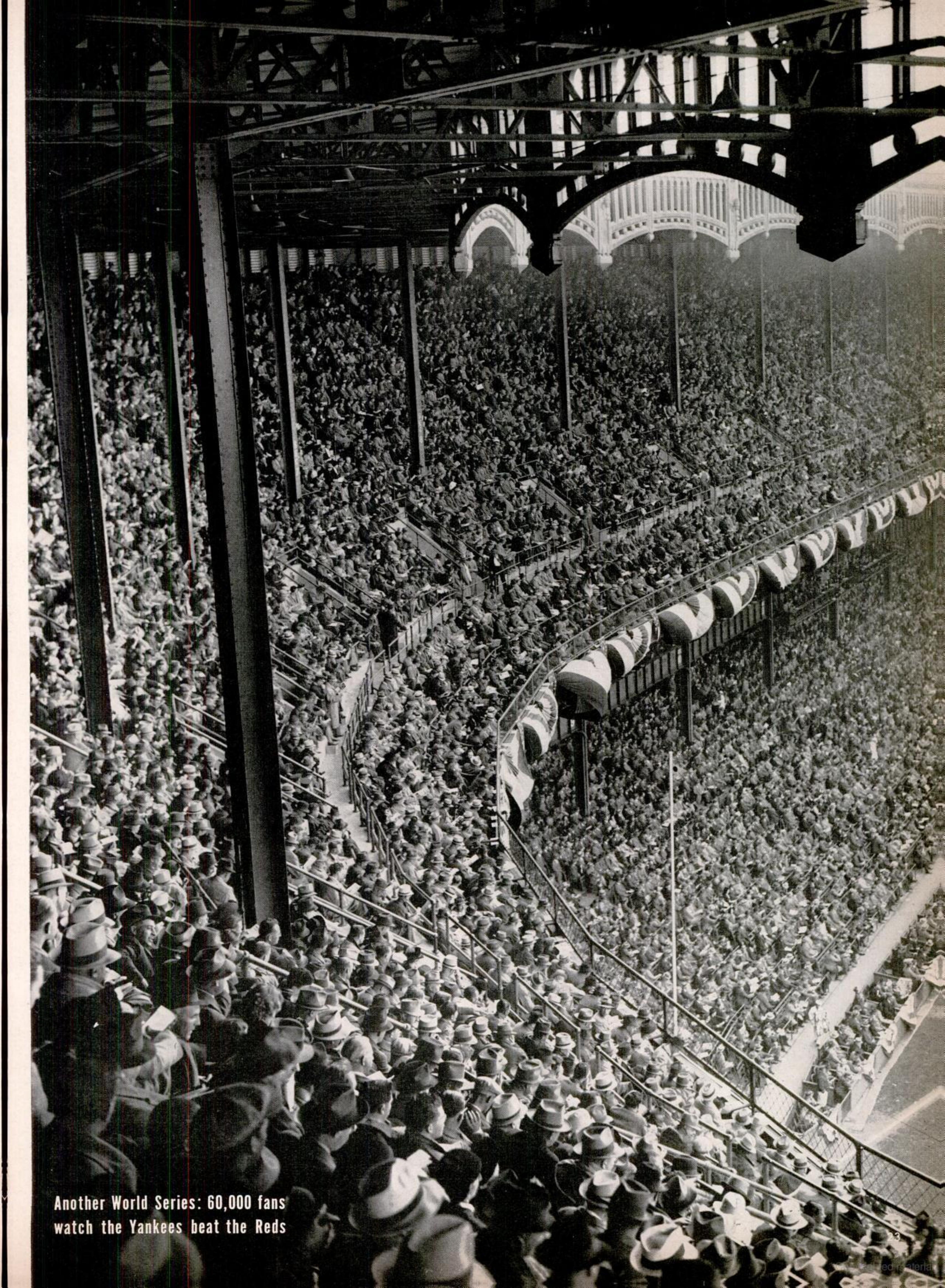
PICTURE OF THE WEEK



BRITISH PATROL SEIZING HITLER'S COFFEE

While Germany, France and England continued their world series in Europe, another World Series was taking place in New York's Yankee Stadium. To most Americans, it was a relief to turn to news of baseball. Even the newspapers, for one week at least, seemed fresher and more wholesome. For the first time since the war began, they carried screaming headlines, not about bombings, ship sinkings and broken promises, but about home runs and shutout games.

For the first game on Oct. 4, almost 60,000 people, some of whom are shown on the opposite page, turned out to see the Cincinnati Reds play the New York Yankees. For what happened, turn the page.



Another World Series: 60,000 fans
watch the Yankees beat the Reds

IN NEW YORK

YANKEES BEAT THE REDS IN WORLD SERIES AS MONTE PEARSON PITCHES A TWO-HIT SHUTOUT

The picture to the right is not a view from a pillbox on the Maginot Line. It is what Scorekeepers George Natriano and Eddie Logan saw one day last week when they peered out from a peephole in the scoreboard of New York's Yankee Stadium. Across the green turf, they saw 60,000 people sitting in the lofty tiers of the stands, watching the World Series between the Cincinnati Reds and New York Yankees.

It is George and Eddie's job to record runs on the scoreboard. There were not many to record that day. The first three innings were scoreless, with Joe Gordon, star Yankee second baseman, doing acrobatic double plays (left) to stop Cincinnati from scoring. In the fourth, the Reds scored one and in the next inning, the Yanks tied it up. Finally, in the ninth, the Yankee hitters came through. Keller tripled, DiMaggio walked and Dickey singled, scoring Keller with the winning run. Score: 2-1.

Big news of the Series came in the second game, when Yankee Pitcher Monte Pearson achieved baseball fame by pitching a brilliant two-hit shutout, 4-0. For seven innings it looked as if Pearson would pitch a no-hitter, but in the eighth Lombardi singled and in the ninth (below) Werber singled.

On Saturday, the two teams played in Cincinnati, and once more the Yankees won, 7-3. It seemed certain that they would be world's champions for the fourth year in a row.

New York was scarcely interested in the Series. It had grown accustomed to the Yanks' winning. But Cincinnati was different. It had not had a pennant in 20 years and every citizen was a frantic fan. On the afternoons of games, all business stopped and radios blared play-by-play reports (see far right). When the Reds scored, everybody cheered. When the Reds lost, nobody was happy in all Cincinnati.

With his bare hand, Gordon stretches for ball fielded by Short-stop Crosetti (not in the picture). Myers races into second base.

Joe catches ball, steps on bag, putting out Myers. Myers had been on first base, ran for second when Derringer hit to Crosetti.

Joe wheels toward first base as Myers slides futilely into the bag. Below, Joe snaps the ball to first, completing double play.



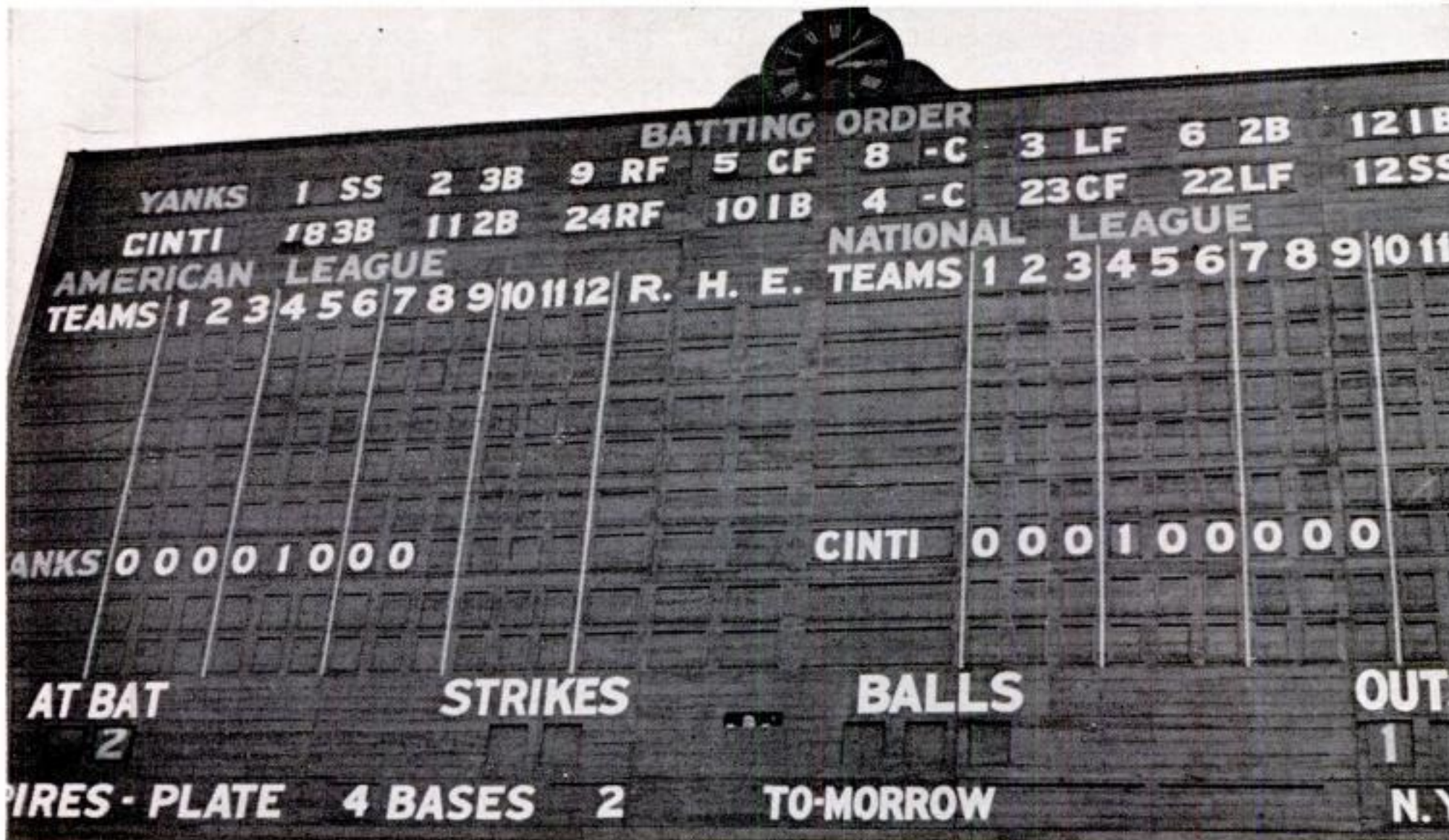
Bill Werber cracks a single off Monte Pearson with two out in last inning of the second game. It was only the sec-

ond hit Pearson allowed. Like Red Ruffing, who gave the Reds four hits in first game, Pearson had had a sore arm.



Through his peephole in the scoreboard, even though the weather was hazy, Eddie Logan got a good view of the first

game. His hand is on the rope which controls strikes and balls. He and George Natriano take turns pulling the rope.



In the middle of the scoreboard, between Strikes and Balls, is the hole through which Eddie is peering. The board is

four stories high. While one of the men sets strikes and balls, the other runs up and down stairs, controls the score.



On the second floor, George Natriano gets ready to display the score. He is now 37 and has had this job for 15 years.

George doesn't particularly like baseball. Before and after the game, he works in the locker room of the visiting team.

IN CINCINNATI



Golfers at Hyde Park Golf Club carried portable radios to listen to game. Don Gardner, president of club, is nearest radio.



At the Children's Hospital, patients listen carefully. Boy in iron lung is 11-year-old Larry Moorman, most avid ball fan in town.



At the city's Stock Exchange, nobody watches quotations. Below: Gustav Eckstein, noted physiologist, listens with his canaries.





BEFORE PROGRAM BEGINS, AUDIENCE, MODERATOR, DEBATORS JOIN IN SINGING "THE STAR-SPANGLED BANNER"

ICKES-JOHNSON DEBATE: HOW



HAROLD L. ICKES

"General Johnson," declared Harold Ickes, "thinks I am eccentric in my political and social theories, and I am positive he is. I am fond of 'Old Ironpants.' He can be, I am bound to say, generous in his attitude, even if he is cock-eyed as to many of his ideas." Said General Johnson, "Harold, I am afraid we are going to disappoint the customers. This sounds more like a necking party than a scrap or even

a debate. Let's see what we can do to stop the audience from singing *Waltz Me Around Again, Willie!*"

These two acidulous, opinionated, didactic gentlemen—Harold L. Ickes, Secretary of the Interior, and General Hugh S. Johnson, Scripps-Howard columnist—faced each other in New York's Town Hall the night of Oct. 5. In the audience sat 1,600 highly articulate friends and foes of the New Deal. Inarticulate, unseen, were additional thousands of radio listeners, tuning in at home, in saloons and in 1,400 Town Meeting Clubs ranging from six to 800 members, from coast to coast.

Now in its fifth year, "America's Town Meeting of the Air" has achieved immense popularity by bringing together important thinkers, opposing them in deadly debate, exposing them to bloodthirsty heckling. Last week's contest packed Town Hall because it featured two waspish opponents whose personal friendship has never mitigated the violence of their public differences. They pulled



Mrs. Harold G. Cohn, advertising writer, asked Mr. Ickes if he didn't think extension of privileges of free speech to "great organized propagandists" in the U. S. constituted a serious menace to American democracy. Mr. Ickes snapped back: "Personally I am not in favor of suspending the Bill of Rights, emergency or no emergency." His reply drew applause.



Alvin A. Coddak of Montreal asked General Johnson: "I wonder whether you can name any other government in recent years that has done anything more for the American people, for their interest, than the present administration." Quick as a fox the General responded: "Excepting President Hoover's administration, every one back to George Washington."



Mrs. Lorman, housewife, asked General Johnson: "Would you say the national debt is due to the present administration?" General Johnson: "I tried to say I thought the national debt was an aftermath of the War; we all know about half of it is due to the present administration, and half of it is due to the 'Great Engineer' and what went before."

TO SAVE DEMOCRACY IN WAR

no punches (though Mr. Ickes' associates contend his disposition has softened considerably since his marriage in May, 1938). Subject of the Ickes-Johnson debate was "How Can We Defend Democracy in America Now?" Chief point of disagreement concerned the allocation of emergency wartime powers. General Johnson favored vesting them in extra-governmental agencies, like the soon-to-be-dissolved War Resources Board. Mr. Ickes preferred extending the authority of existing government bureaus.

Argued Mr. Ickes: "Do not misunderstand me. I want to see our government avail itself of the technical, financial and industrial skills of men who have been opposed to, as well as those who have been sympathetic with, the present administration. But this government is under orders from the people. . . . To hand over the nation and its resources to an extra-legal autocracy lacking a mandate from the people . . . negates the whole principle of democracy."

Retorted General Johnson: "I am only suggesting that [war] power be put in temporary agencies and not in permanent agencies. Industrial organization requires industrial experts and I say here, without much fear of contradiction, there are no such people as experts in the government. I would as soon turn over control of the Army and Navy to a couple of chiropodists."

For their exchanges with hecklers, during the open question period, see below.



HUGH S. JOHNSON



AFTER FORMAL ADDRESSES HECKLERS SNIPE AT SPEAKERS.

THIS ONE IS COLUMNIST DOROTHY DUNBAR BROMLEY



Harry Grossman, Deputy Collector of Internal Revenue: "How do you reconcile your present objection against permanent centralization with your crack-down days as NRA Administrator?" General Johnson: "I don't have to reconcile them. But if it would please you any, I would say that NRA was an emergency act, set by its own limits to two years."



Gertrude Pawley, executive: "Wouldn't it be better if those who work would pay a part of their salary to those out of work and keep them off the bread line?" General Johnson: "Of course. You can possibly carry two-thirds of another person, maybe another person, but carry three other persons and you will have a hump on your back like a hairpin."



Arthur E. Orvis, of the brokerage firm Orvis Brothers & Co., asked Secretary Ickes: "Will not our national unity be augmented by a statement from our President that he will not choose to run for a third term?" Mr. Ickes replied curtly: "I am not discussing politics tonight." He refused to answer another question on the ground that it was "loaded."

"FIRST SOLDIER" HITLER REVIEWS HIS VICTORIOUS GERMAN ARMY FROM PLANE

Last week Adolf Hitler, "First Soldier of the German Reich," triumphantly entered captured Warsaw and reviewed his troops. As the victorious invader, he had been with his army in Poland for most of the campaign. On the second day of the war he had quit Berlin for the eastern front, arriving in time to see German troops cross Poland's "holy" Vistula River. Later he had peered down on retreating Polish infantry south of Warsaw from a high-flying German bomber. On Sept. 22 he had seen Warsaw during an inspection of the German divisions which were besieging the Polish citadel from the north.

Presumably—since German censors deleted any mention of time or place from these pictures by Paramount News—these movie stills show Hitler waving encouragement to his troops some time before they finally captured Warsaw on Sept. 27. He wore the field-gray soldier's uniform he had promised the German people he would wear for the duration of the war. As he edged closer to the plane window to get a good look at his Army, the conquering hero was obviously excited and elated. For all his usual dictatorial bearing, he was acting, briefly, like any regular mortal, flushed with pride and joy at a whirlwind victory.



With a smile, Hitler half-saluted, half-waved to troops giving him Nazi salute as he took off behind the lines in Poland. He is also reported to have visited the western front once.



He stared long and hard at his victorious soldiers through the plane window. Under his tunic he wore a white shirt and black tie. In France, Daladier visited the front once.



Hitler eagerly watched for any glimpse of German Army advancing through Poland as he flew overhead in a Junkers Ju. 52 plane with his military aides-de-camp seated near him.

In anticipation of seeing his Army, the Führer anxiously sat on the arm of his chair and leaned forward across the aisle in order to get a better view through the opposite window.



Ambassador's villa outside of Warsaw and far from any military objective was bombed by a German plane. Eleven bombs hit nearby. Shell fragments broke upstairs windows.



Ambassador Biddle rode a bicycle in Poland's temporary capitals, wore an identification arm-band, carried gas mask. C. Burke Elbrick, Third Secretary of Embassy, is with him.



With his wife and her pretty daughter, Peggy Schulze, Biddle set up a temporary U. S. Embassy in "mansion" without running water and electricity in the Polish town of Śniatyn.

U. S. AMBASSADOR BIDDLE FLEES POLAND AFTER A 250-MILE RACE AGAINST DEATH FROM LOW-FLYING GERMAN WARPLANES

Sprawled out on the floor of the great U. S. Embassy in Paris a fortnight ago lay Anthony J. Drexel Biddle Jr., U. S. Ambassador to Poland, who pointed to a map and gave a hair-raising account of his 250-mile flight from Warsaw to Rumania. It was the first eyewitness report of a neutral Ambassador in Poland to be made public.

He told how he had rented a villa, seven miles from Warsaw, to be safe from bombers if war came. But on the third day of war, as he was shaving, a German plane suddenly dropped eleven bombs around him. Some 20 lb. of shell fragments perforated the villa (left), and the Ambassador, his wife, step-daughter and household fled to nearby fields.

When the Polish Foreign Office later left Warsaw to escape air raids, the U. S. Embassy staff and their wives followed the Poles. The 21 Americans made up a "caravan of death" composed of seven cars and a truck. Five times in the next two weeks they shifted improvised abodes as the Polish Foreign Office fled farther southeastward toward Rumania.

"En route," said Ambassador "Tony" Biddle, "we constantly suffered air attacks. On the roofs of the cars I had painted the letters 'U.S.A.' and the leading car flew the American flag. This seemed only to attract the attention of the aviators for we were pursued a dozen times and three times we were machine-gunned. If we were being bombed, we sprawled in the ditch on our stomachs. Some of the Embassy women became excellent stomach-floppers." He estimated that 5,000 German planes were used "to demoralize the Polish troops by spreading terror throughout the civilian population."

Arriving at Śniatyn, the harrowed Ambassador cast dignity to the winds and, standing in the main street in his undershirt (below), helped load an Embassy station wagon for the final flight into nearby Rumania.



Standing in his undershirt in the main street of Śniatyn in front of temporary Embassy, "Tony" Biddle of the socialite Philadelphia Biddles loaded luggage into an Embassy car.



Immaculate, correct, seven justices of the Supreme Court pose outside White House after traditional opening-day call

on President. Left to right: Solicitor General Jackson, Justices Felix Frankfurter, Hugo L. Black, Harlan F. Stone,

Chief Justice Hughes, Justices Owen J. Roberts, Stanley F. Reed, William O. Douglas, Attorney General Murphy.



Felt-hatted, nonchalant, Justice Douglas grinned at the silk toppers of his mates. Said he: "In the first place I have no topper. Secondly I don't like them." Right: Felix Frankfurter.

SUPREME COURT CALLS ON PRESIDENT TO ANNOUNCE OPENING OF ITS 150TH SESSION

One hundred and forty-nine years ago the Supreme Court of the United States held its first meeting in New York's Royal Exchange Building. Five justices who showed up lingered a few days, then adjourned because there were no cases for them to consider. The 150th session of the Supreme Court convened in its splendid Ionic hall in Washington Oct. 2. On its schedule waited over 400 cases, among them tests on the Wages & Hours Act, NLRB and applicability of anti-trust laws to the American Medical Association.

After sitting for twelve minutes receiving a few motions, the justices called at the White House to inform the President, in accordance with opening-day tradition, that they were back at work once again. For the last three years Mr. Roosevelt had missed this ceremony: campaigning in 1936; out West in 1937; at Hyde Park in 1938. This year he received the justices in the Red Room with cordial good humor, served them tea, kept them 90 minutes. Of the seven present, four were his own appointees. Absent were: Justice Butler, seriously ill of a bladder ailment, and Justice McReynolds, a cantankerous bachelor who loathes functions only a little less than he does the New Deal. All seven justices wore striped trousers and cut-aways. Silk toppers were carried by all except Justice Douglas, late of Walla Walla, Wash. Collar statistics: four turndown, three wing.



The pause that refreshes
... at home



COPYRIGHT 1939, THE COCA-COLA COMPANY

Housework brings that urge to pause and relax in an easy chair. Do it...with ice-cold Coca-Cola. It adds to relaxation what relaxation always needs...pure, wholesome refreshment.



REFRESH YOURSELF WITH ICE-COLD COCA-COLA...FROM YOUR OWN REFRIGERATOR

OLDSMOBILE

THREE
STRIKING NEW
Styleleaders



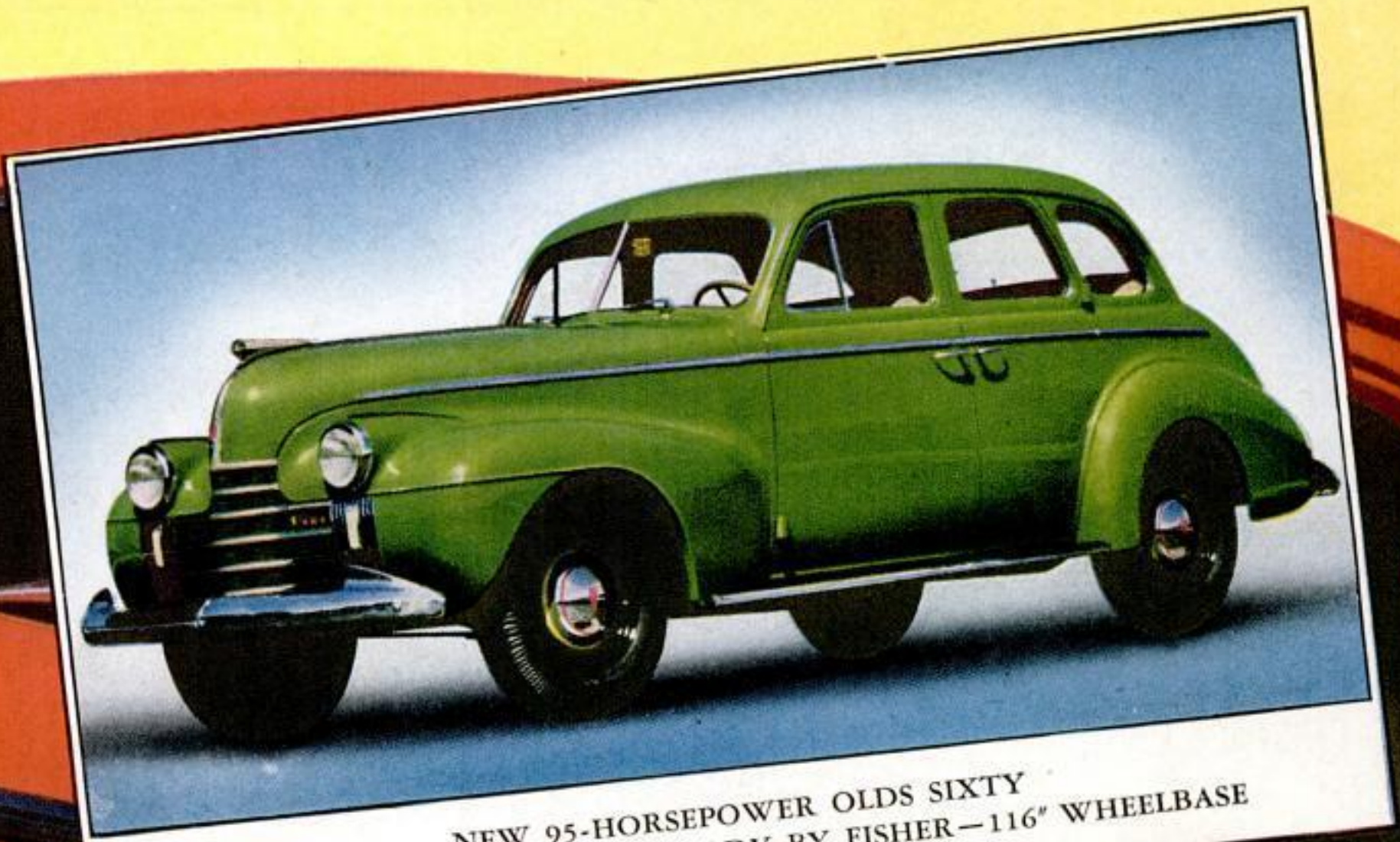
BIGGER and BETTER in

MORE SIZE! MORE STYLE! MORE POWER! MORE LUXURY! MORE COMFORT! MORE SAFETY! . . . AND WITH ALL THESE EXTRA ADVANTAGES EVEN BIGGER SAVINGS IN GAS, OIL AND UPKEEP!

THEY'RE BIGGER! They're better! They're *bigger and better buys!* That's the big news about Oldsmobile cars, right up and down the line. For Oldsmobile offers three great new models for 1940 . . . each bigger in *size* . . . each better in *quality* . . . each bigger and better in *value!* The new low-priced Olds Sixty is longer, wider, roomier. Its power has been stepped up . . . its performance is finer . . . yet it's even more economical to drive. The new popular-priced Olds Seventy is larger and more impressive than ever . . . with new

interior luxuries and refinements that mark it as truly deluxe. The brand new Olds Custom "8" Cruiser, with its longer wheelbase, larger body and modern-to-the-minute design, represents the absolute last word . . . *a definite new standard* . . . in medium-priced, eight-cylinder, custom-car luxury. And each of the three offers a finer, smoother, *improved* new Rhythmic Ride. Try out these great new Oldsmobiles today. You can see that they're *bigger* . . . you can prove that they're *better* . . . bigger and better in *everything* and priced for *everybody!*

goes **BIG!** **FOR 1940**



NEW 95-HORSEPOWER OLDS SIXTY
WITH NEW STREAMLINED BODY BY FISHER—116" WHEELBASE



NEW 95-HORSEPOWER OLDS SEVENTY
WITH NEW OBSERVATION BODY BY FISHER—120" WHEELBASE



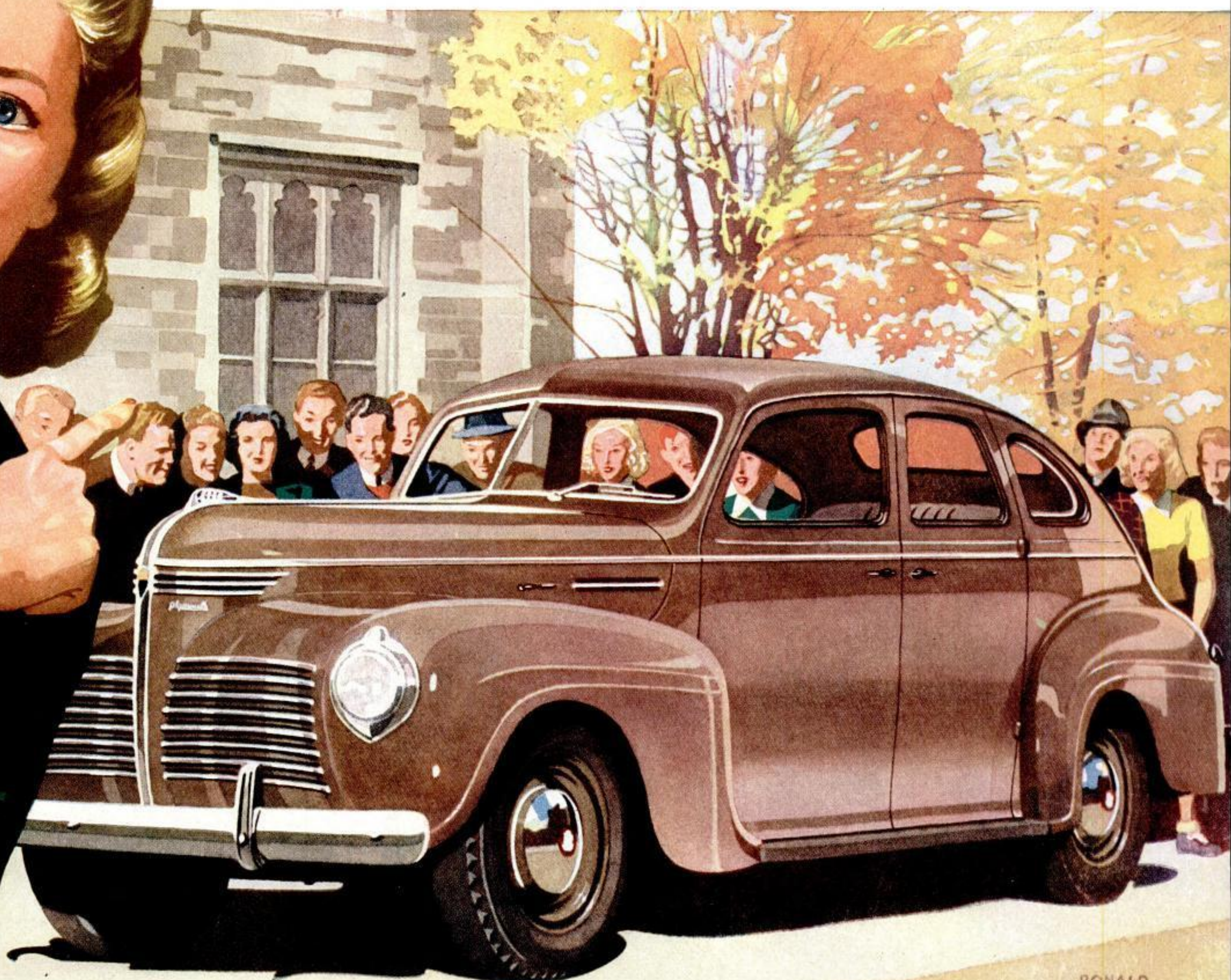
NEW 110-HORSEPOWER OLDS CUSTOM "8" CRUISER
WITH NEW LUXURY BODY BY FISHER—124" WHEELBASE

Everything!



**AMERICA'S BIGGEST
MONEY'S WORTH**

YOU NEVER SAW SUCH STYLE AND ROOM **IN ANY LOW-PRICED CAR**



RONALD
MCLEOD

And never such luxury! The 1940 Plymouth is the low-priced beauty with the Luxury Ride! New Sealed Beam Headlights give 65% more road light... greater vision through bigger, new safety glass windshield, windows... huge, concealed trunk... and Steering Post Gear Shift standard on all models!

THE 1940 PLYMOUTH is bigger all around... has brilliant new styling... the great *Luxury Ride!* Inside, outside, it's an *all-time high in value!*

Step into this low-priced beauty. Notice the new *spaciousness*, the new richness of interior appointments.

Take the wheel... enjoy the luxurious feel of the big Floating Power engine—*Superfinished* in vital parts for money-saving, long-life smoothness!

Shifting is a luxury, too, with the new design transmission and clutch. And the big, precision-type hydraulic brakes have *Superfinished* drums.

Oil filter is standard on all models. Running boards are optional. And *above all*, don't miss Plymouth's delightful *Luxury Ride*. PLYMOUTH DIVISION OF CHRYSLER CORPORATION.

MAJOR BOWES' AMATEUR HOUR, COLUMBIA NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T.

THE LOW-PRICED BEAUTY with THE LUXURY RIDE
1940 PLYMOUTH!



SIR NEVILLE HENDERSON (LEFT) TALKS WITH HITLER

On Sept. 21 the British Government published the secret dispatches passing between Sir Neville Henderson, its Ambassador to Germany, Sir Howard Kennard, its Ambassador to Poland and Lord Halifax, its Foreign Secretary in London, before the outbreak of war. With these Britain seeks to place the "war guilt" on Germany. Reprinted here in abbreviated form are its highlights, with sketches by Wallace Morgan.

The dispatches show ordinary mortals desperately struggling to maintain the destiny of their nations: Hitler asserting his readiness to fight "now"—Henderson arguing with the cutting logic of a veteran diplomat—Joachim von Ribbentrop using language which no Foreign Minister should use.

One cardinal fact emerges: British policy changed when Hitler invaded Czecho-Slovakia in violation of his Munich pledge. After that Germany was forewarned incessantly that war with Poland meant World War.

THE BRITISH "BLUE BOOK"

In it are the secret diplomatic reports that led to war

BRITAIN AROUSED BY CZECH GRAB

Ambassador Henderson to Foreign Secretary Halifax

Berlin, May 28, 1939

I paid a short visit to Field Marshal Göring at Karinhall yesterday. He complained of British hostility. I told the Field Marshal that before speaking of British hostility he must understand why an undoubted change of feeling toward Germany in England had taken place. As he knew quite well, the basis of all discussions between Mr. Chamberlain and Herr Hitler last year had been to the effect that once the Sudetens were allowed to enter the Reich, Germany would leave the Czechs alone. By yielding to the advice of his "wild men" and deliberately annexing Bohemia and Moravia, Herr Hitler had not only broken his word to Mr. Chamberlain but had infringed the whole principle of self-determination on which the Munich agreement rested.

At this point the Field Marshal interrupted me with a description of President Hácha's visit to Berlin. I told Field Marshal Göring that it was not possible to talk of free will when I understood that he had himself threatened to bombard Prague with his airplanes if Dr. Hácha refused to sign. The Field Marshal did not deny this fact, but explained how it had arisen. The Field Marshal appeared a little confused at this personal attack on his own good faith.

I told Field Marshal Göring that as a result of the Prague coup, His Majesty's Government and the people were determined that if Germany endeavored to settle these questions [Danzig and the Corridor—ED.] by unilateral action, such as would compel the Poles to resort to arms to safeguard their independence, we and the French would be involved, with all the disastrous consequences of a prolonged war.

Field Marshal Göring did not appear to question our readiness to fight and restricted his reply to an attempt to prove that no power could overcome Germany in Europe. He gave me the impression of considerably less confidence than he expressed.

At the end of this tirade, he asked me whether England, "out of envy of a strong Germany," was really bent on war with her. I answered that if war was to be avoided, patience was necessary and the "wild men" in Germany must be restrained.

As I had already got up to go, the conversation then took a more amicable turn. Though I was in a

hurry, he insisted on showing me, with much pride, the great structural alterations which he was making in his house at Karinhall and which include a new dining room to hold an incredible number of guests and to be all marble and hung with tapestries. He also produced with pride some drawings of tapestries, mostly representing naked ladies and labeled with the names of the various virtues, such as Goodness, Mercy, Purity (see sketch No. 1). I told him that they looked at least pacific, but that I failed to see Patience among them.

HITLER WANTS SECRET DISCUSSIONS

Ambassador Henderson to Foreign Secretary Halifax

Berlin, July 15, 1939

I took the opportunity of a visit to the State Secretary [Under-Foreign Secretary von Weizsäcker—ED.] yesterday. I said His Majesty's Government could never be reproached this time, as they had been in 1914, for not having made their position clear beyond all doubt. If Herr Hitler wanted war he knew exactly how he could bring it about.

Baron von Weizsäcker replied that if something had to be said to Herr Hitler why could not it be said privately without all the world being informed? Public warnings only made it more difficult for Herr Hitler to heed them. I replied that one of our main causes for anxiety was our belief that disagreeable facts were withheld from Herr Hitler by those who were responsible for making them known to him.

GERMAN HINT AT RUSSIA'S ROLE

Ambassador Henderson to Foreign Secretary Halifax

Berlin, Aug. 16, 1939

The State Secretary said at once that the situation had very gravely deteriorated. As he put it, the bottle was full to the top. Herr Hitler's patience was now exhausted. He admitted the militarization of Danzig but said its object had been entirely defensive.

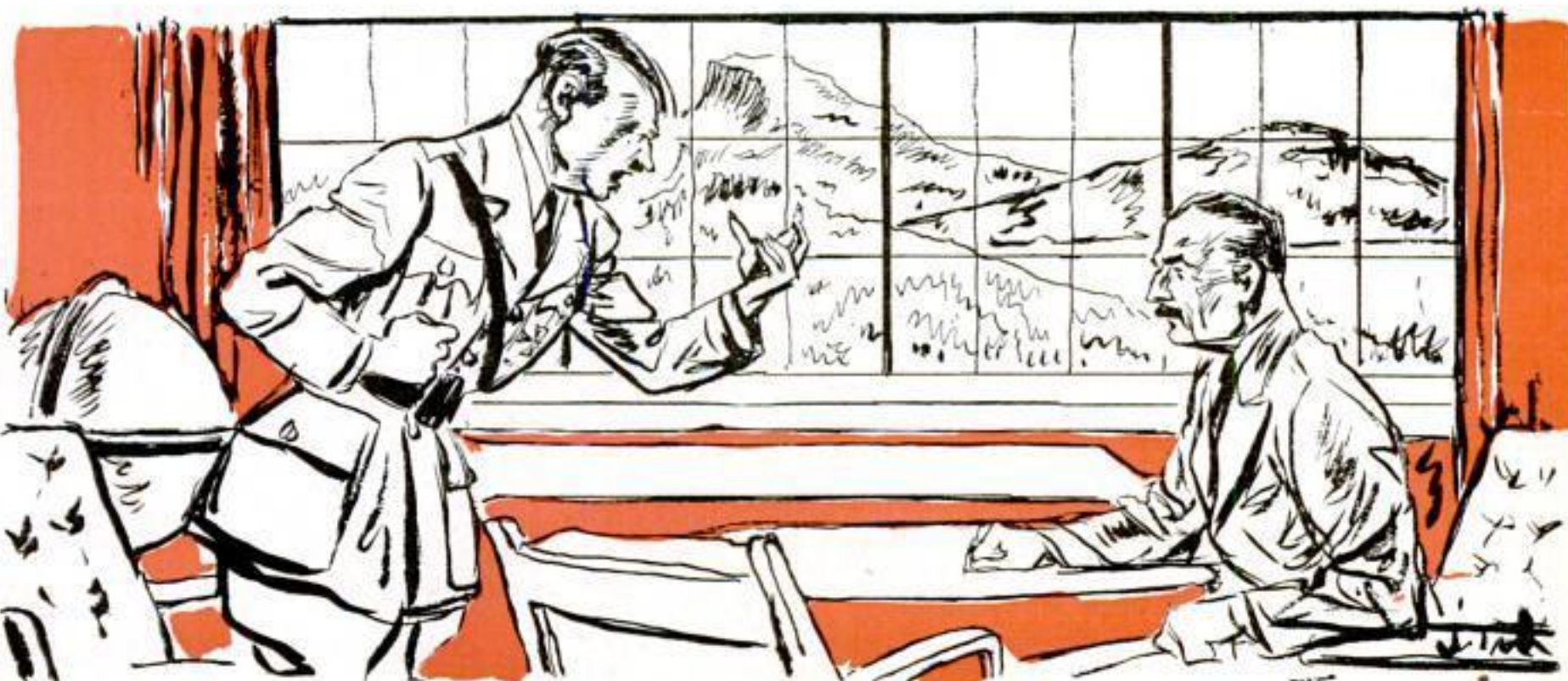
I told Baron von Weizsäcker that the trouble was Germany could never see but one side to any question. We disputed with acrimony about the rights and wrongs of the case without either apparently convincing the other.

Baron von Weizsäcker then proceeded to say that Poland was deliberately running to ruin; that his own government did not, would not and could

CONTINUED ON NEXT PAGE



1 Göring showed Henderson some drawings of tapestries representing naked women, which he planned to hang in his home.



2 Hitler launched into a tirade to Henderson about "Polish persecutions" and became incensed when he

mentioned the alleged castration of Germans by Poles. He brought up the same topic at a later conference.

Drawings by Wallace Morgan

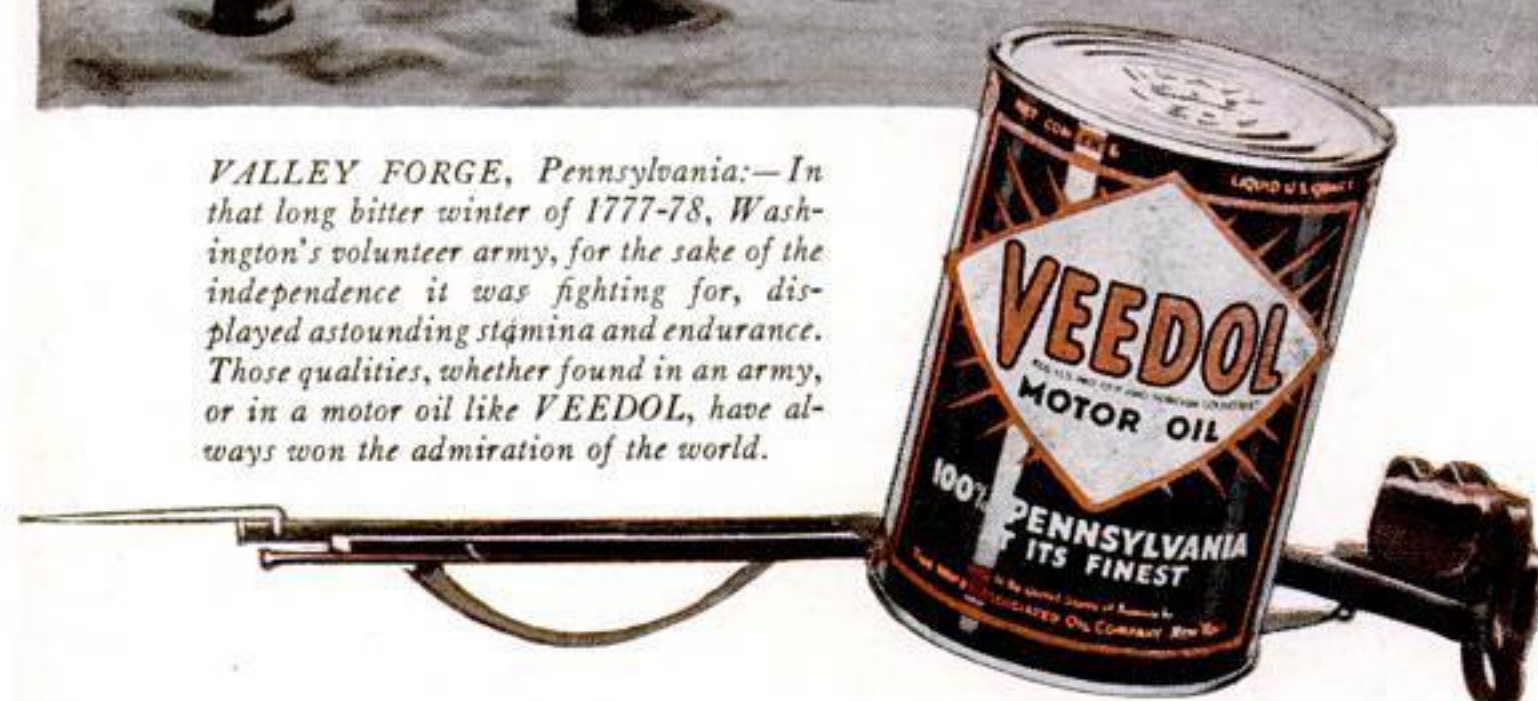
When you say “PENNSYLVANIA”

a Scholar thinks of VALLEY FORGE

a careful Motorist thinks of VEEDOL



VALLEY FORGE, Pennsylvania:—In that long bitter winter of 1777-78, Washington's volunteer army, for the sake of the independence it was fighting for, displayed astounding stamina and endurance. Those qualities, whether found in an army, or in a motor oil like VEEDOL, have always won the admiration of the world.



From the earliest days of motoring, America's finest cars have been safeguarded by Veedol's "Film of Protection"

LIKE VALLEY FORGE, the building of Tide Water's great pipe-line, from the Western Pennsylvania oil fields to the coast, is a noble example of the courage and fortitude of American pioneers.

Since its completion, against every obstacle of nature and man, that pipe-line has never ceased in 61 years to bring Pennsylvania crude oil, the world's richest crude, to the great Tide Water refinery at Bayonne, N. J.

There by special processes it is refined into Veedol Motor Oil which

gives the famous "Film of Protection" . . . an oil-film remarkable for its heat-resistance, its fluidity, its clinging powers, its low consumption.

No other motor oil, in our belief, is so closely fitted to the special lubricating needs of your modern, high-speed, hard-driven motor. Whenever you need motor oil; remember Pennsylvania . . . and ask for Veedol!

VEEDOL MOTOR OIL . . . a product of Tide Water Associated Oil Company . . . makers of Tydol and "Flying A" Gasolines

BRITISH "BLUE BOOK" (continued)

not believe Britain would fight under all circumstances, whatever folly the Poles might commit.

I told Baron von Weizsäcker that the last was a very damaging theory and sounded like Herr von Ribbentrop who had never been able to understand the British mentality.

I was impressed by one thing, namely, Baron von Weizsäcker's detachment and calm. He seemed very confident and professed to believe that Russian assistance to the Poles would not only be entirely negligible, but that the U.S.S.R. would even, in the end, join in sharing Polish spoils.

HITLER ON "POLISH PERSECUTIONS"

Ambassador Henderson to Foreign Secretary Halifax

Berlin, Aug. 23, 1939

We arrived at Salzburg soon after 11 and motored to Berchtesgaden (see sketch No. 3), where I was received by Hitler shortly after 1 p.m.

I began by stating we had guaranteed Poland against attack and we would keep our word. Throughout centuries of history we had never, so far as I knew, broken our word. We could not do so now and remain Britain.

Hitler was excitable and uncompromising. He made no long speeches, but his language was violent and exaggerated. He talked of 100,000 German refugees from Poland. He said he was receiving hundreds of telegrams daily from his persecuted compatriots. He would stand it no longer. He had mentioned the castration of Germans. I happened to be aware of one case.



3 Henderson, accompanied by Baron von Weizsäcker, arrived at Hitler's mountain retreat at Berchtesgaden by car for the first of his five talks with Hitler.

The German was a sex maniac who had been treated as he deserved. Hitler's retort (see sketch No. 2) was that there had not been one case, but six.

He entered into a tirade against England whose friendship he had sought for 20 years only to see every offer turned down with contempt. I contested every point and kept calling his statements inaccurate but the only effect was to launch him on some fresh tirade.

I stuck firmly to our determination to honor our obligations to Poland; Hitler on the other hand kept harping on the Polish persecutions of German nationals. The suggestion that His Majesty's Government were prepared, provided a peace atmosphere were created, to discuss all problems affecting our two countries was not referred to at all and apparently did not interest him. I had been warned it would not.

In reply to my repeated warnings that direct action by Germany would mean war, Hitler observed that Germany had nothing to lose and Great Britain much, that he did not desire war but would not shrink from it, and that his people were much more behind him than last September.

SECOND VISIT TO HITLER

Ambassador Henderson to Foreign Secretary Halifax

Berlin, Aug. 24, 1939

I went back to Berchtesgaden. [Hitler] was quite calm and did not raise his voice once. I spoke of the tragedy of war but his answer was that it would be all England's fault. I refuted this only to learn from him that England was determined to exterminate Germany. He was, he said, 50 years old; he preferred war now to when he would be 55 or 60. I told him it was absurd to talk of extermination. A peaceful, prosperous Germany was a British interest. His answer was that it was England who was fighting for the lesser races whereas he was fighting only for Germany.

In referring to the Russian non-aggression pact he observed that it was England which forced him into an agreement with Russia. He did not seem enthusiastic over it but he added that once he made the agreement it would be for a long period.

CONTINUED ON P. 40

The Capra Touch at its greatest!

GAYER
THAN CAPRA'S
"IT HAPPENED
ONE NIGHT"

TENDERER
THAN CAPRA'S
"YOU CAN'T TAKE
IT WITH
YOU"

MORE
MOVING THAN
CAPRA'S
"MR. DEEDS"

FRANK CAPRA'S

MR. SMITH GOES TO WASHINGTON

CO-STARRING

JEAN ARTHUR ★ **JAMES STEWART**

CLAUDE EDWARD GUY THOMAS BEULAH
WITH RAINS • ARNOLD • KIBBEE • MITCHELL • BONDI

Directed by FRANK CAPRA . . . Screen play by SIDNEY BUCHMAN

A Columbia Picture

DESOTO BIGGER

BRILLIANT NEW CAR NOW ON DISPLAY.. HAS 100 HORSEPOWER



NEW ROOM AND COMFORT! Seats are wider. Head and leg room increased!

*Look-Ride-
then Decide!*

Before You Buy Any New Car, Be Sure to
See and Drive the Greatest De Soto Ever
Built—It's the Value Car for 1940!

IT'S IMPORTANT...new...exciting!
De Soto for 1940 is bigger, lower,
wider...with glamorous new styl-
ing...at new lower prices!

One look shows you its beauty
...one ride, and you'll decide it's
the sweetest-handling, easiest-rid-
ing car you've ever driven! The rear
axle is moved back 7½"...now
back-seat passengers ride smoothly
cradled between the axles.

It's the first car with a back as
beautiful as the front! Rear doors
are full width at bottom. Windows
are bigger; visibility's increased!

Here's new luxury and size in a

quality low-priced car! Floors
and seats are wider. Head, leg, and
shoulder room increased!

Warning Signals on instruments
tell when gas, or oil pressure is
low...water temperature too high.
Sealed Beam Headlights give 50%
to 65% greater road light. A Per-
fected Handy-Shift reduces gear-
shifting to a wrist-flick!

This year—LOOK—RIDE—
THEN DECIDE. Drive the new 1940
De Soto before you buy. DE SOTO
DIVISION OF CHRYSLER CORPORA-
TION, Detroit, Michigan.

MAJOR BOWES, THURS., C.B.S., 9-10 P.M., E.S.T.



The Great American

Copyrighted material

...LOWER PRICED

ER ENGINE..122½" WHEELBASE..MORE ROOM..NEW BEAUTY

NEW 1940 FEATURES

100-HORSEPOWER ENGINE
—Brilliant new performance with the renowned economy and proved dependability of Chrysler Corporation engineering.

122½" WHEELBASE—More room. Seats are wider. Head and leg room increased.

ADVANCED STYLING—Back is as beautiful as the front. Rear doors full width at bottom for easy entrance, exit. Running boards optional.

FLOATING RIDE—Rear axle moved back 7½". Passengers "cradled" between axles.

PERFECTED HANDY-SHIFT
—Reduces gearshifting to a flick of the wrist!

NEW SEALED BEAM HEADLIGHTS give 50% to 65% greater road light.

GREATER VISION—Glass area has been increased! Curved glass rear window greatly reduces glare.

WARNING SIGNALS—Now on *all* gauges. Show when gas or oil pressure is low... water temperature too high. Safety Signal Speedometer indicates driving speed.

NEW DOOR INSULATION—Added seal against the entrance of dirt and drafts.


HUGE LUGGAGE LOCKER—Holds 11 pieces of luggage. Spare wheel mounted at side for easy removal.

A PRODUCT OF THE
CHRYSLER CORPORATION

DESOTO


Family Car

REMEMBER ME?



CALL FOR PHILIP MORRIS

Let this remind you of two pleasant facts: ①—in Philip Morris you enjoy the delightful taste and flavor of the world's finest tobaccos; ②—Philip Morris brings a distinct advantage to the nose and throat, *recognized by eminent medical authorities.*



America's FINEST Cigarette!

CREATORS OF FAMOUS CIGARETTES FOR 91 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

BRITISH "BLUE BOOK" (continued)

POLAND ADVISED TO DROP BRITISH ALLIANCE

Ambassador Kennard to Foreign Secretary Halifax

Warsaw, Aug. 24, 1939

The Minister for Foreign Affairs [Josef Beck—ED.] informs me the Polish Ambassador in Berlin had an interview with Field Marshal Göring this afternoon. The interview was most cordial.

The Marshal had, however, no concrete suggestion to make beyond what had struck M. Beck as a most significant remark, which he requested me to convey to you most confidentially. The Marshal stated that the questions of Danzig and so forth were relatively small matters, but the main obstacle to any diminution of tension between the two countries was Poland's alliance with Great Britain.

It has been decided that if the German Government should put forward this suggestion in any other way, the answer would categorically be in the negative. M. Beck feels that the German Government may make every effort to secure a free hand in Eastern Europe by such methods, and he feels it should be clearly understood that Poland will not be drawn into any intrigue of this nature.

HITLER WANTS TO BE AN ARTIST

Ambassador Henderson to Foreign Secretary Halifax

Berlin, Aug. 25, 1939

[Hitler] was absolutely calm and normal and spoke with great earnestness and apparent sincerity. The Minister of Foreign Affairs was present but took practically no part in the conversation.

The only signs of excitement on Herr Hitler's part were when he referred to Polish persecutions. He also said there had been another case of castration.

Among the points mentioned by Herr Hitler were: That the only winner of another European war would be Japan; that he was by nature an artist, not a politician, and once the Polish question had been



4 "I am an artist and not a politician. Once the Polish question is settled I want to end my life as an artist," Hitler told Henderson and Von Ribbentrop.

settled he would end his life as an artist, not as a warmonger (*see sketch No. 4*); he did not want to turn Germany into nothing but a military barracks; he had no wish to be small-minded in any settlement with Poland.

FOURTH VISIT TO HITLER

Ambassador Henderson to Foreign Secretary Halifax

Berlin, Aug. 28, 1939

I said that we held it astonishing that anyone in Germany should doubt for a moment that we would fight for Poland if her independence were menaced. Our word was our word, and we had never and would never break it. In the old days Germany's word had the same value and I quoted from a German book (which Hitler had read) about Marshal Blücher's exhortation to his troops when hurrying to support Wellington at Waterloo: "Forward, my children; I have given my word to my brother, Wellington, and you cannot wish me to break it."

Herr Hitler at once intervened to observe that things were different 125 years ago. I said not as far as England is concerned. He wanted, I said, Britain's friendship. What value would he place on our friendship if we began it by disloyalty to a friend? We offered friendship, but only on the basis of a peaceful and freely negotiated solution of the Polish question.

He said his original offer [informal proposals in March—ED.] had been contemptuously refused. I observed that it had been made in the form of a dictate and therein lay the whole difference.

He spoke of annihilating Poland. I said that reminded me of a similar talk last year of the annihilation of the Czechs. He retorted that we were incapable of inducing Poland to be reasonable. I said it was just

because we remembered the experience in Czecho-Slovakia last year that we hesitated to press Poland too far today.

The only occasion on which Herr Hitler became at all excited was when I observed that it was not a question of Danzig and the Corridor but one of our determination to resist force by force. This evoked a tirade about the Rhineland, Austria and the Sudeten and their peaceful re-acquisition by Germany. He also resented my references to March 15.

I finally repeated to him very solemnly the main note of the whole conversation so far as I was concerned, namely that it lay with him as to whether he preferred a unilateral solution which would mean war as regards Poland, or British friendship. If he were prepared to pay the price of the latter by a generous gesture as regards Poland he could, at one stroke, change in his favor the whole of public opinion, not only in England but in the world.

Herr Hitler insisted that he was not bluffing. I replied that I was fully aware of the fact and that we were not bluffing either. Herr Hitler stated that he fully realized that that was the case.

FIFTH VISIT TO HITLER

Ambassador Henderson to Foreign Secretary Halifax

Berlin, Aug. 29, 1939

Hitler handed me the German reply [to British proposal for direct Polish-German negotiations—ED.]. The German Government, the note adds, counts on the arrival of some Polish plenipotentiary tomorrow. I re-



5 Shouting and gesticulating Von Ribbentrop attacked Poland. Henderson wrote to London that Von Ribbentrop's "demeanor was aping Hitler at his worst."

marked that this phrase sounded like an ultimatum, but after some heated remarks both Hitler and Von Ribbentrop assured me it was only intended to stress the urgency of the moment. The interview this evening was of a stormy character and Hitler was far less reasonable than yesterday. A press announcement that five more Germans had been killed in Poland and news of the Polish mobilization had obviously excited him.

ENGLAND PRESSES MODERATION ON POLAND

Foreign Secretary Halifax to Ambassador Kennard

Foreign Office, Aug. 30, 1939

The atmosphere may be improved if strict instructions are given by the Polish Government to all their military and civil authorities: 1) not to fire on members of the German minority who cause trouble, but to arrest them; 2) to abstain themselves from personal violence to members of the German minority; 3) to allow members of the German minority wishing to leave Poland to pass freely; 4) to stop inflammatory radio propaganda.

POLAND PROMISES RESTRAINT

Ambassador Kennard to Foreign Secretary Halifax

Warsaw, Aug. 30, 1939

Beck [Polish Foreign Minister—ED.] has asked me to say: His Majesty's Government may rest absolutely assured that the Polish Government have no intention of provoking any incidents. On the other hand they point out that German provocation at Danzig is becoming more and more intolerable.

RIBBENTROP USES SURPRISING LANGUAGE

Ambassador Henderson to Foreign Secretary Halifax

Berlin, Aug. 30, 1939

I informed Von Ribbentrop of the advice given the Polish Government in your telegram. Von Ribbentrop replied that His Majesty's Government's advice had cursed (*verflucht*) little effect. I mildly retorted that I was surprised to hear such language from the Minister for Foreign Affairs.

CONTINUED ON NEXT PAGE

HOW TO TAKE THE GUESSWORK OUT OF ANTI-FREEZE BUYING

Don't be confused by conflicting anti-freeze claims. Just remember these four points and you'll know what brand of anti-freeze to buy.



1 "Prestone" anti-freeze is used by the U. S. Army, U. S. Navy, U. S. Marine Corps and by the governments of 48 states.



2 "Prestone" anti-freeze has been used in more automobiles than any other brand of anti-freeze ever made.



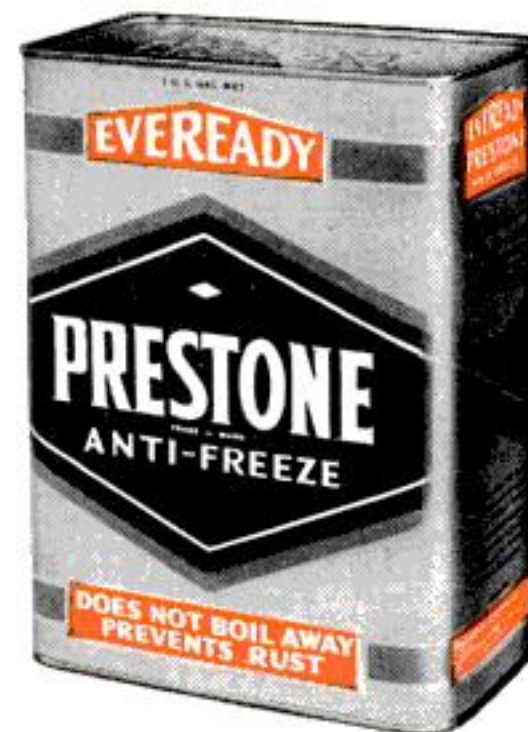
3 Last winter alone "Prestone" anti-freeze saw American motorists through more than 24 billion miles of carefree driving.



4 A nationally famous research organization has found that "Prestone" anti-freeze is used in more modern* cars than all other brands combined.

*Cars up to 5 years old

"PRESTONE" brand anti-freeze contains NO alcohol. One filling lasts all winter long. It's made with highly refined and purified ethylene glycol that is fortified with *exclusive* ingredients to curb leaking, rust clogging and foaming. NO OTHER anti-freeze can match it. Guaranteed in writing. See your dealer today.



NEW LOW PRICE **\$2.65** PER GALLON

"PRESTONE" anti-freeze

The words "Prestone" and "Eveready" are registered trade-marks and identify products of National Carbon Co., Inc.



Don't let winter catch *you* unprepared

If you want to be sure of quick smooth starting, perfect lubrication, and carefree driving this winter... if you want to be free of worry about the Winter hazards of sludge, carbon and corrosion... then head right away for your nearest Quaker State dealer and

Change now to
Acid-Free Quaker State
Winter Oil

MAKES CARS RUN BETTER...LAST LONGER

Quaker State Oil Refining Corporation, Oil City, Pa.



BRITISH "BLUE BOOK" (continued)

RIBBENTROP "APES HITLER AT HIS WORST"

Ambassador Henderson to Foreign Secretary Halifax

Berlin, Aug. 30, 1939

I told Herr von Ribbentrop that His Majesty's Government found it difficult to advise the Polish Government to accept the procedure adumbrated in the German reply.

Herr von Ribbentrop's reply was to produce a lengthy document which he read out in German aloud at top speed. When I asked Herr von Ribbentrop for the text of these proposals he asserted that it was now too late, as a Polish representative had not arrived in Berlin by midnight.

I observed that to treat matters in this way meant that the request for a Polish representative to arrive in Berlin on the 30th of August constituted in fact an ultimatum, in spite of what he and Herr Hitler had assured me yesterday. This he denied, saying the idea of an ultimatum was a figment of my imagination.

Why, then, I asked, could he not adopt normal procedure and give me a copy of the proposals and ask the Polish Ambassador to call on him?



6 During an air raid on Warsaw, soon after Germany invaded Poland, Foreign Minister Beck phoned the British Ambassador to report that war had begun.

In the most violent terms Herr von Ribbentrop said he would never ask the Ambassador to visit him.

I must tell you Herr von Ribbentrop's whole demeanor during our unpleasant interview was aping Herr Hitler at his worst (*see sketch No. 5*).

GERMANY CALLS POLAND THE "AGGRESSOR"

Ambassador Henderson to Foreign Secretary Halifax

Berlin, Sept. 1, 1939

[Von Ribbentrop] said it was not Germany who had aggressed against Poland, that on the contrary it was Poland that invaded German territory.

As I was leaving Herr von Ribbentrop gave me a long explanation of why he had been unable to give me the text of the German proposals two nights ago. I told him his attitude on that occasion had been most unhelpful and had effectively prevented me from making a last effort for peace and I greatly deplored it.

LAST CHANCE FOR PEACE IS CRUSHED

Ambassador Kennard to Foreign Secretary Halifax

Warsaw, Sept. 1, 1939

The Minister for Foreign Affairs [Beck] just telephoned me in the middle of an air raid (*see Sketch No. 6*) to beg me to point out to Your Lordship that various cases of armed German aggression which occurred this morning on Polish soil cannot be taken longer as mere isolated cases but constitute acts of war.

His Excellency pointed out that at 6:30 p.m. the Polish Ambassador saw Von Ribbentrop and expressed the readiness of the Polish Government to enter into direct negotiation. At dawn this morning without any further diplomatic developments or a declaration of war Germany had committed various acts of unprovoked aggression.

POLAND PLEADS FOR ALLIED HELP

Ambassador Kennard to Foreign Secretary Halifax

Warsaw, Sept. 2, 1939

Beck very discreetly suggested it was essential that there should be some diversion as soon as possible in the west.

I trust I may be informed at the earliest possible moment of our declaration of war.

SUCCESS STORY OF THE YEAR

THE NEW MERCURY 8

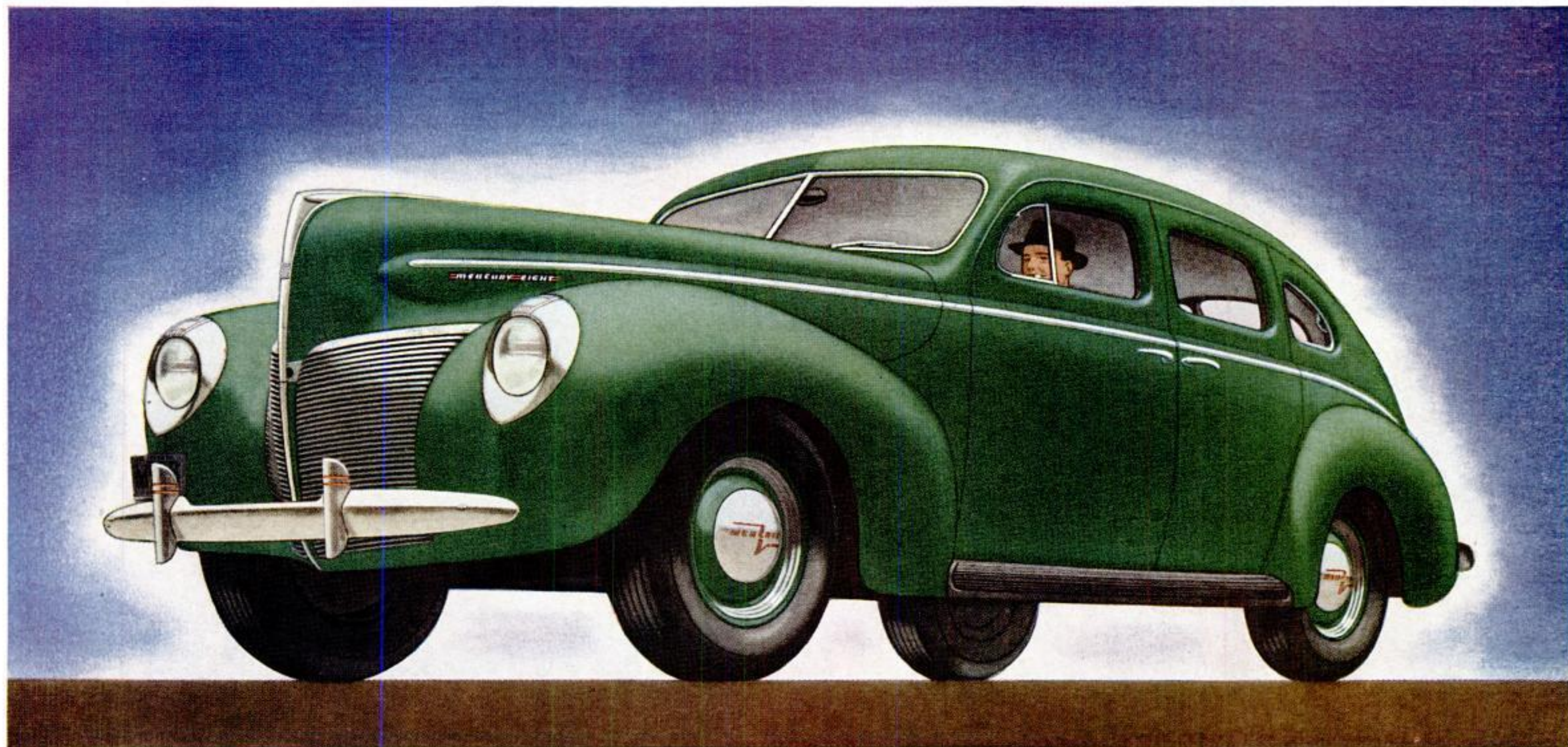
Once in many years comes a new car that shoots into public favor like a comet from the very moment of its introduction. Such a car is the now famous Mercury 8. In a single year it has captured motor-minded America with performance so brilliant it must be experienced to be believed.

The new Mercury 8 for 1940 more than fulfils its first-year promise. There is smart new beauty in its streamlined styling... a score of ultra-modern refinements that add luxury, comfort and even greater quiet to the thrilling Mercury Ride... and again the big

V-type, 8-cylinder engine offers the amazing economy that has brought unsolicited praise from so many Mercury owners.

An easy-acting Finger-Tip Gearshift on the steering column, new Controlled All-Weather Ventilation, Sealed-Beam Headlamps, and an improved version of the Levelized Ride are among the important new features of this remarkable car.

You have read about the Mercury 8. Perhaps you have heard your friends discuss it. But by all means, if you really want to know motor cars, see and drive the 1940 car at your Mercury dealer's!



BEAUTY YOU'LL BE PROUD TO OWN—THE 1940 MERCURY 8 TOWN SEDAN

HIGHLIGHTS OF THE NEW MERCURY 8 FOR 1940

Finger-Tip Gearshift—mounted on steering column.

Controlled Ventilation—all-weather comfort.

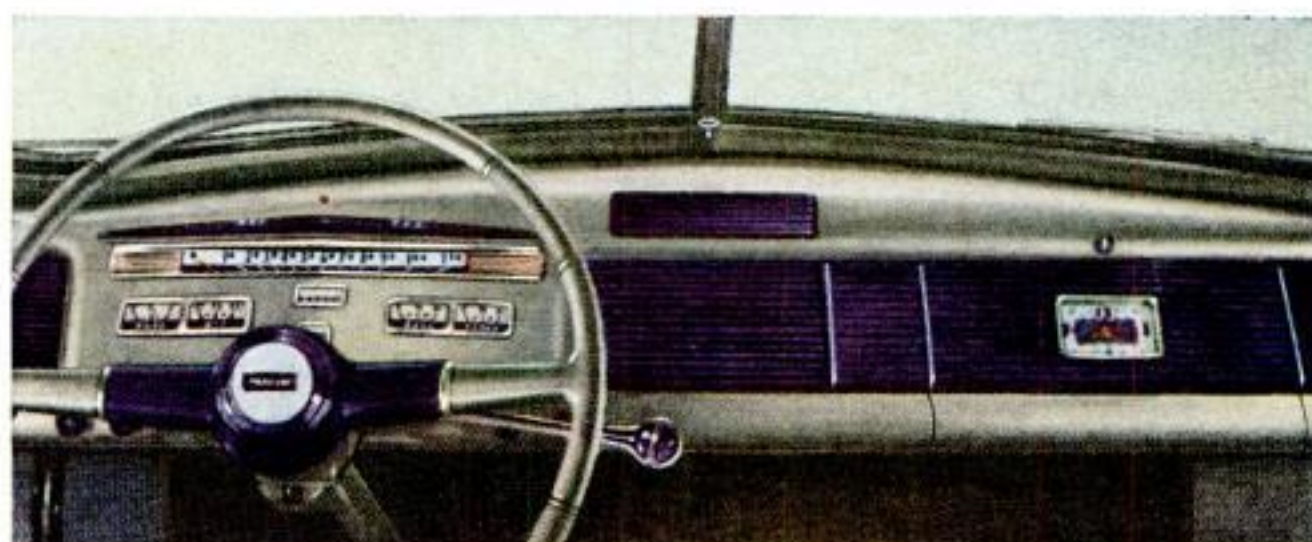
95-hp V-type, 8-cylinder Engine—smooth, powerful, supremely efficient. (Owners report up to 20 miles per gallon of gasoline.)

Wide, Roomy Bodies—seat six in comfort.

Big Hydraulic Brakes—quick, straight stops. New brake drums for quieter operation.

New Sealed-Beam Headlamps—for greater comfort and safety in night driving.

New Blue and Silver Tone Interiors—eight beautiful body colors.



Pontiac

P R E S E N T S

The Year's **Four**

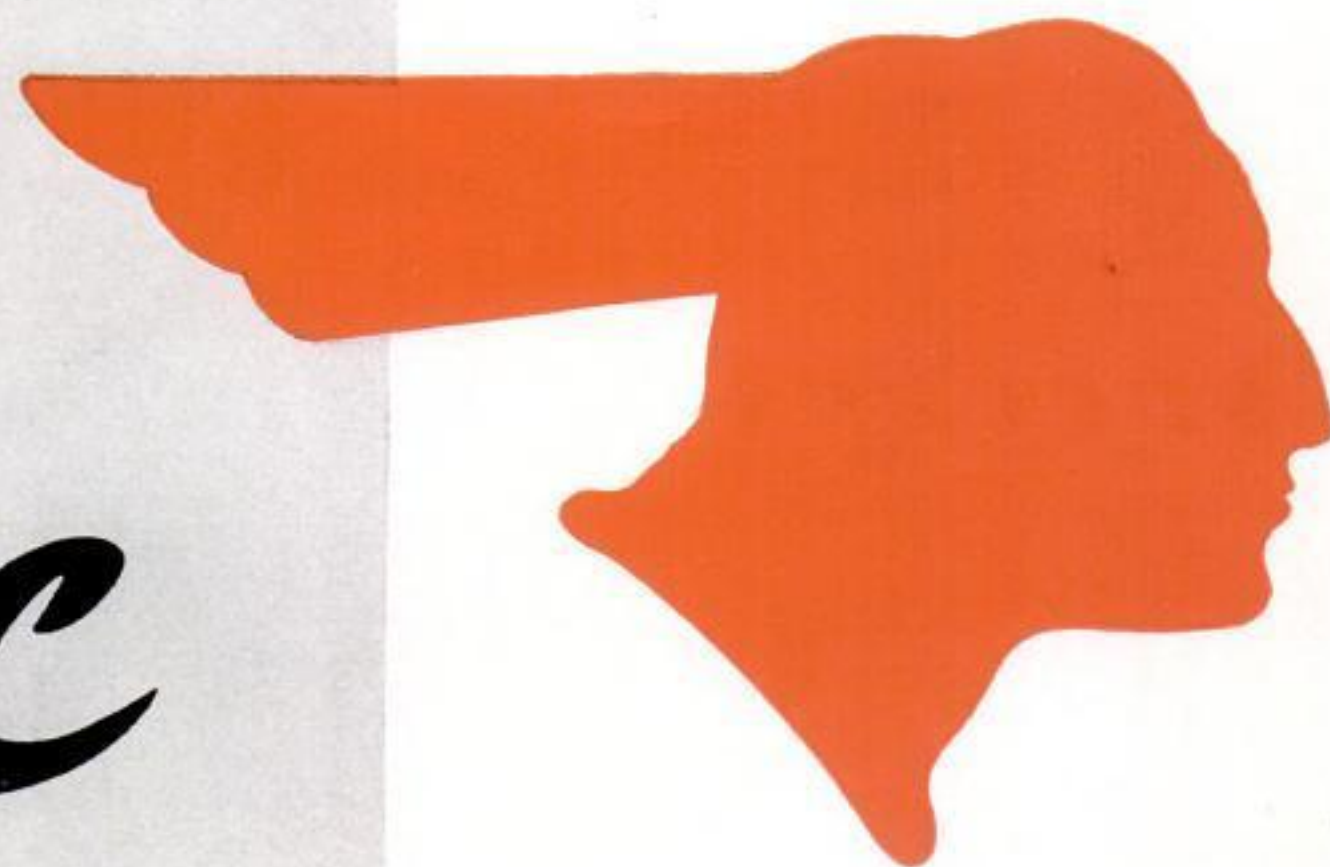
Best Reasons

For Buying a

New Car

A GENERAL MOTORS VALUE

With a bigger, better, low-priced Special Six with a completely re-styled and improved De Luxe Six and De Luxe Eight and with the luxurious and distinguished new Torpedo Eight—Pontiac makes 1940 a year of years for buyers in four great price fields. From economy to luxury the Pontiac line of Silver Streaks is now complete!



FIRST—is the great new Pontiac Special Six. A larger, longer, roomier and more beautiful car for those who want to stay close to the minimum in price—yet who demand much better-than-average style and decidedly better-than-average six performance. A big step upward from the smaller cars—yet only a small step upward in cost.

SECOND—comes the new Pontiac De Luxe Six—a greatly improved edition of a car that was the sensation of its price field in 1939. Powered by Pontiac's thrifty six-cylinder engine, it is still a marvel of economy—but in size, in style, in roomy comfort and rich appointments, the most luxurious six now gracing the market—a thrill to own and drive.

THIRD—the new Pontiac De Luxe Eight—a finer, more beautiful version of the greatest car for its size and weight the world has ever seen. No other eight as big, as beautiful, as powerful as this new Pontiac can be bought for so little more than a six. Here is the first and logical step for those who wish to graduate to an eight!

FOURTH—a sensational new series of cars—the dual carburetor Pontiac Torpedo Eight—bringing Pontiac economy of upkeep and operation to the luxury field. A long, low, yet large car smartly styled and superbly appointed and both thrillingly and thriftily powered. The Torpedo Eight answers the growing demand for luxury at least cost.

All Pontiacs for 1940 continue the famous Silver Streak styling, the lavish use of chromium and those two great Pontiac-pioneered features—Duflex Rear Springing and adjustable Safety Shift, which is further improved this year. All introduce Hi-Test Safety Plate Glass and Sealed-Beam headlamps. All front seats are now 54 to 60 inches wide. All touring sedans have at least 20 cu. ft. of trunk space. 17 beautiful models. See them today!

White sidewall tires, shown on cars illustrated, optional at extra cost.

**AMERICA'S FINEST
LOW-PRICED CAR**

PONTIAC FOR PRIDE AND PERFORMANCE

4 New Lines of Pontiacs in 4 Price Ranges

17 Models Ranging from Low-Priced Sixes to Luxury Eights

Special Six

TWO-DOOR SEDAN

117" WHEELBASE • 87 HORSEPOWER



DeLuxe Six

FOUR-DOOR SEDAN

120" WHEELBASE • 87 HORSEPOWER

DeLuxe Eight

TWO-DOOR SEDAN

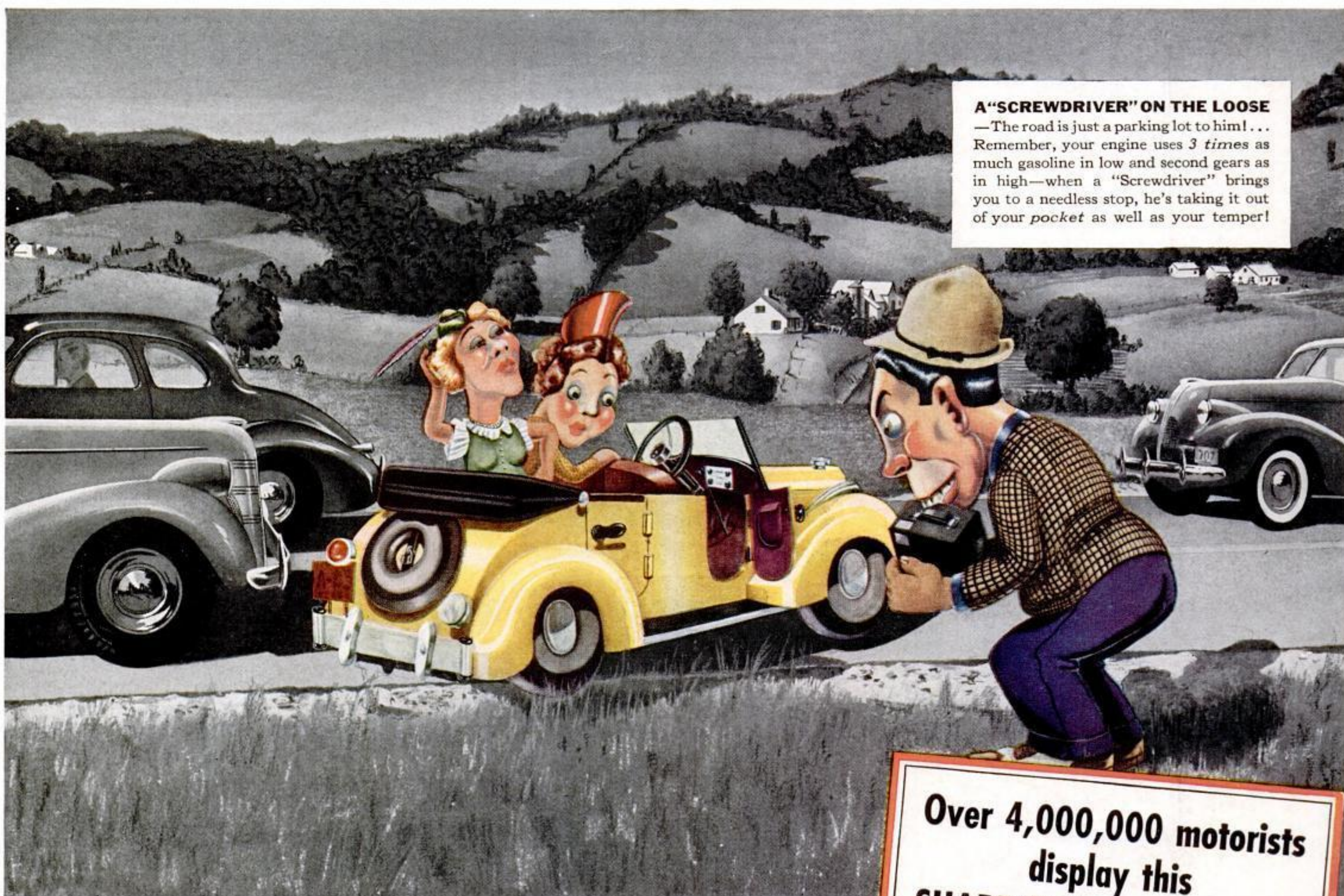
120" WHEELBASE • 100 HORSEPOWER



Torpedo Eight

FOUR-DOOR SEDAN

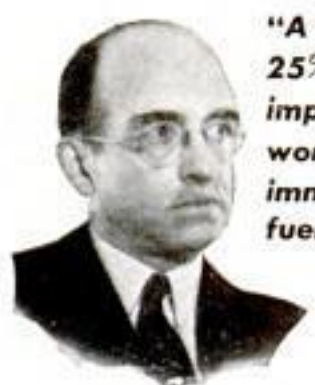
122" WHEELBASE • 103 HORSEPOWER
with Special Dual Carburetion



A "SCREWDRIVER" ON THE LOOSE

—The road is just a parking lot to him!... Remember, your engine uses 3 times as much gasoline in low and second gears as in high—when a "Screwdriver" brings you to a needless stop, he's taking it out of your pocket as well as your temper!

Millions join crusade against "SCREWDRIVERS"—Cut STOP-and-GO!



"A big part of traffic congestion—25%—could be wiped out. An improvement in 'motoring manners' won't cost a cent and will pay immediate dividends in time and fuel savings."

Sidney J. Wieland
Director, Public Safety Division
National Safety Council

EVERYWHERE you drive you see the handsome Share-the-Road Club emblem. Over 4,000,000 cars carry it.

This nation-wide crusade to cut the amount of Stop-and-Go springs from the same Shell traffic research which produced Super-Shell Gasoline to cut its high cost.

Every Share-the-Road member has taken a stand against "Screwdrivers" and their traffic boners. He's for common-sense driving. He "Shares the Road."

Coast to coast, the Shell Share-the-Road crusade is bringing increased safety—and savings—to millions.



"SHARE THE ROAD"
AND **SUPER-SHELL**
BOTH SAVE ON
STOP-AND-GO

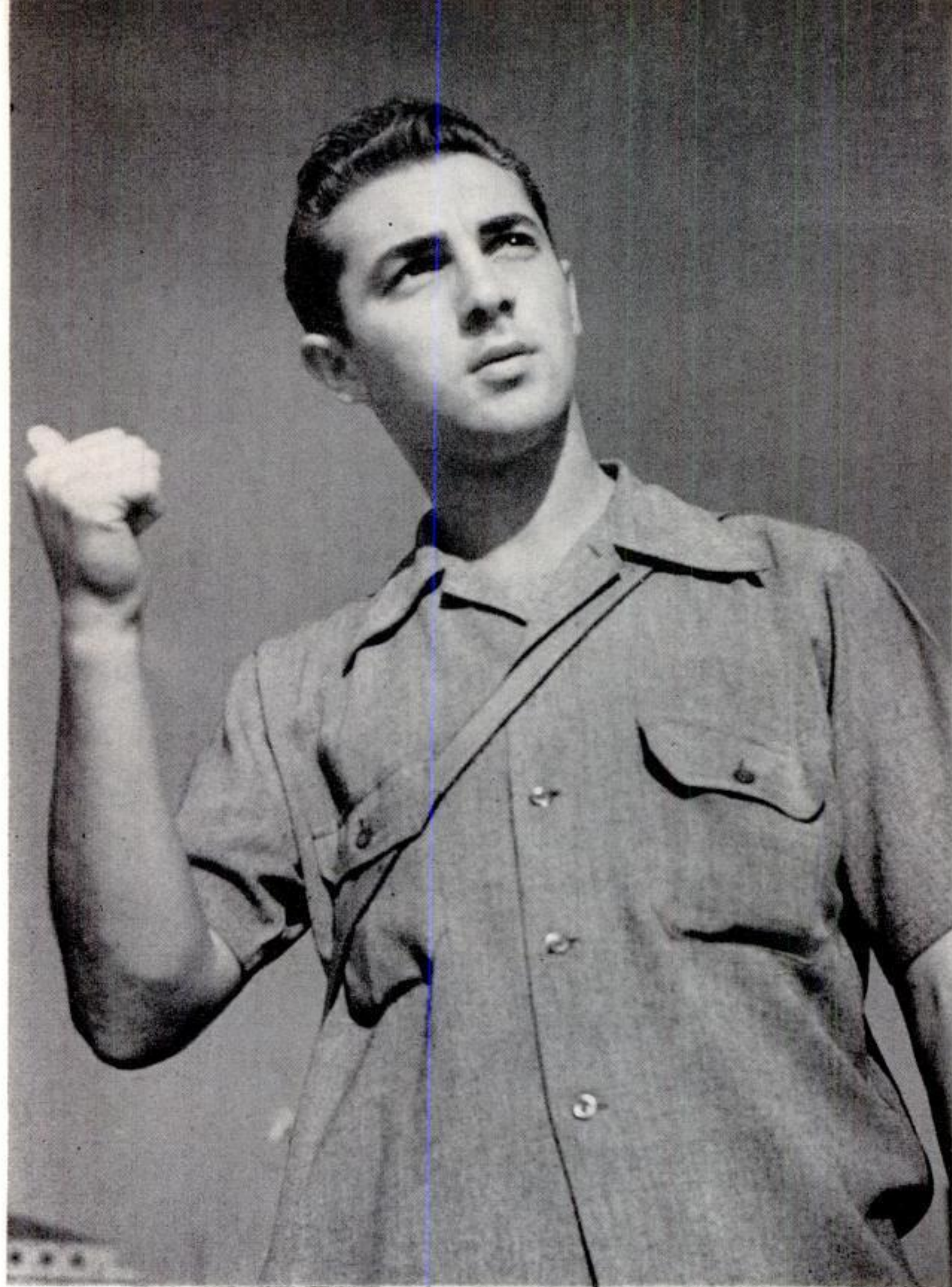
Over 4,000,000 motorists display this SHARE-THE-ROAD Emblem



SHOW YOUR COLORS! The flags, in mariners' code, mean "I am giving way." Your Shell dealer will attach this handsome, colorful, all-metal emblem above your rear license plate—no cost to you. It shows you're AGAINST "Screwdrivers"—FOR sharing the road. It will help cut Stop-and-Go 25%!

THE SHELL DEALER IS HEADQUARTERS FOR SAVING ON STOP-AND-GO

He's a good neighbor—friendly and willing—ready to give your car complete care!



IN THE FAMILIAR STANCE OF THE HITCH-HIKER, WILL PARKER ASKS FOR A LIFT



AN ULTRA-MODERN HITCH-HIKER, PARKER TOOK ALONG HIS PORTABLE RADIO

HITCH-HIKE

A San Francisco lad makes a modern transcontinental trek in 12 days and 29 hops at a total cost of \$23.60

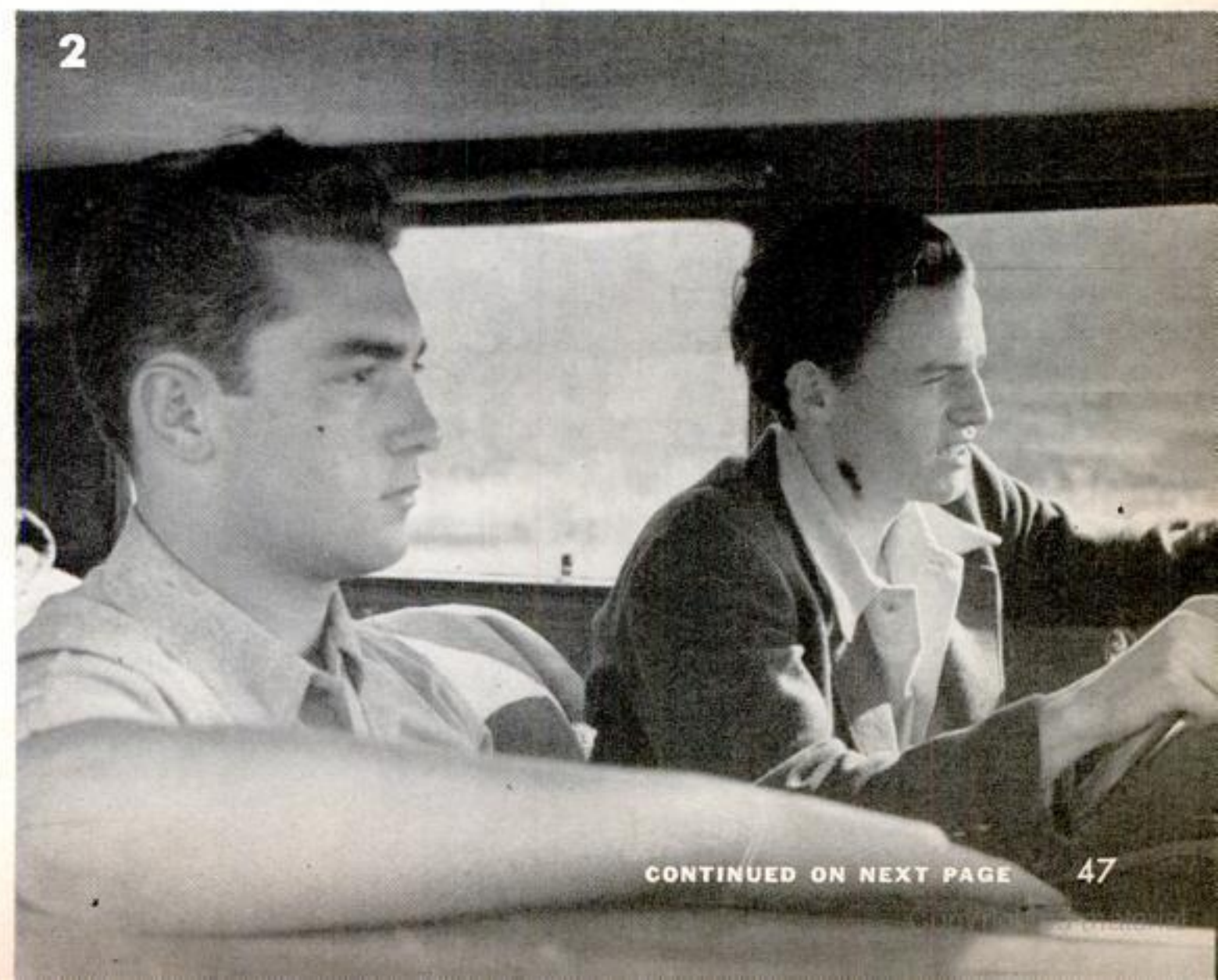
In San Francisco, Will Parker said goodbye to his mother, went to the San Francisco-Oakland Bay Bridge, began to thumb the passing traffic. Pretty soon a sporty convertible coupé stopped. It belonged to a press photographer and was filled with pretty girls. It took him across the Bay to Berkeley.



From San Francisco to New York is 3,100 miles as the hitch-hiker travels. Will Parker, 21, of San Francisco, made this trip in twelve days, thanks to the automobile age, the kindness of American motorists and the persuasive power of his right thumb, which he jerked appealingly at passing autos. Of the thousands of cars that whizzed down his route, 29 stopped to give him lifts. He rode in new Buicks, old Fords, middle-aged Plymouths, a husky Mack truck, a creaky farm wagon and a rowboat that trailed behind a sedan. Most of his lifts were for less than 100 miles, but one glorious jaunt took him more than 1,000 miles from the middle of Nevada clear across to Iowa. The whole trip cost him only \$23.60.

Hiking along with Will Parker was his friend Hart Preston of San Francisco, who, as an amateur camera fan anxious to get pictures of the trip, took this complete photographic story of a modern transcontinental trek.

In Berkeley, Parker got a ride with Eugene Fox who took him to Vallejo, 17 miles away. Fox, who was 17, drove a 1929 Ford and was on his way to Vallejo to take part in a "donkey polo" exhibition at a carnival. He called himself a "donkey jockey."





3

In Vallejo, Parker was picked up by H. E. Bullhart who took him to Sacramento in a new Chevrolet. An oldtime football player who played for both Ohio State and Washington

and Jefferson around 1905, Bullhart is a labor-relations man, works for Pacific Gas and Electric. He told Parker that his friends jokingly nicknamed him "Little John Lewis."

In Reno, where he arrived at 11 p.m., Parker walked down the main street, looking at the bright lights and trying to find a low-priced hotel. Most of them were filled with future di-

vorcées but Parker finally found a room. He sat there for a while playing his radio. A couple of divorcées across the hall, who heard it, came over and made friends with Parker.



4

In Sacramento, Parker stood vainly in front of the State Capitol for awhile, then moved a couple of blocks away. There he was given a lift by Steve Stepceovich, who drove a Libby, McNeill &

Reno's night life, which Parker went out to explore, seemed to consist mostly of gambling joints. Parker stood around watching the women play roulette, bird cage and craps. He tried a



6



7



Libby fruit truck and talked so much that he took Parker out of his way to Marysville. From Marysville, the only lady to give him a lift on the entire trip took Parker to Browns Valley.

few slot machines himself, then got into a crap game. At first, his luck was good and he won \$10. But before he quit he had lost \$5 of it back. The next morning he got a lift to Sparks.



At Truckee, where he was taken by a Southern Pacific locomotive engineer, Parker was picked up by a rowboat which was being towed on a trailer behind a 1937 Chevrolet.

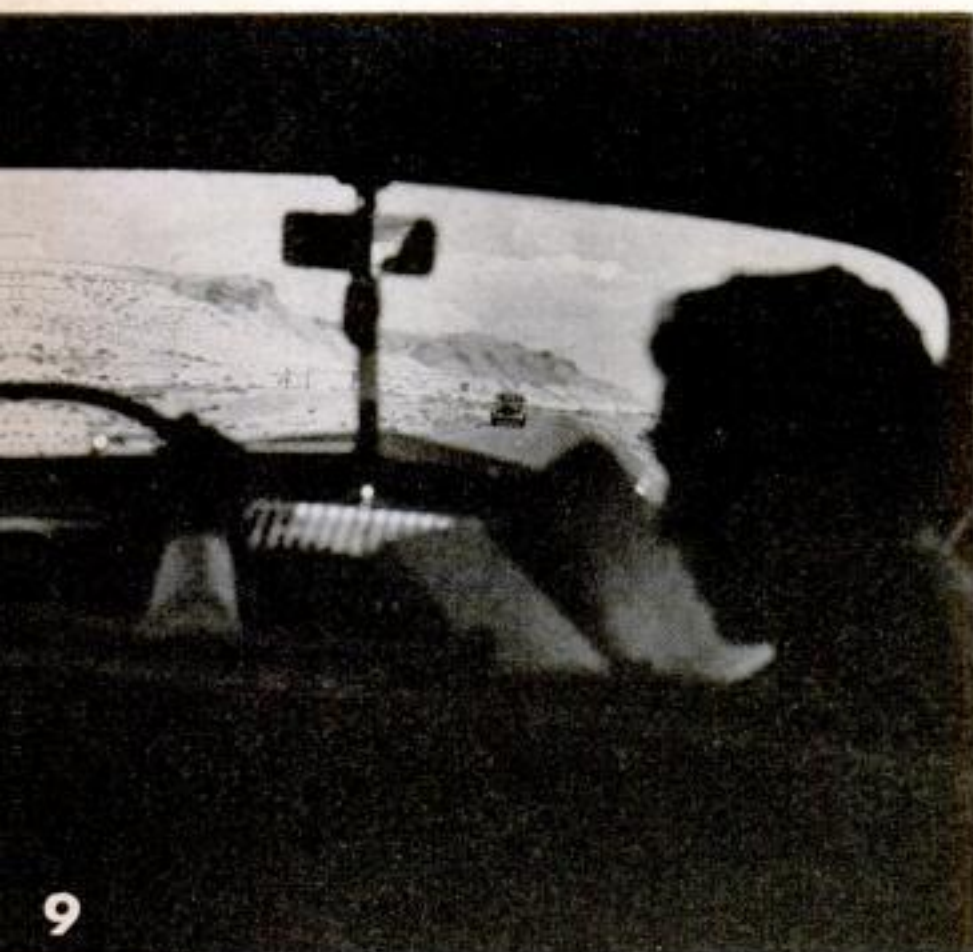
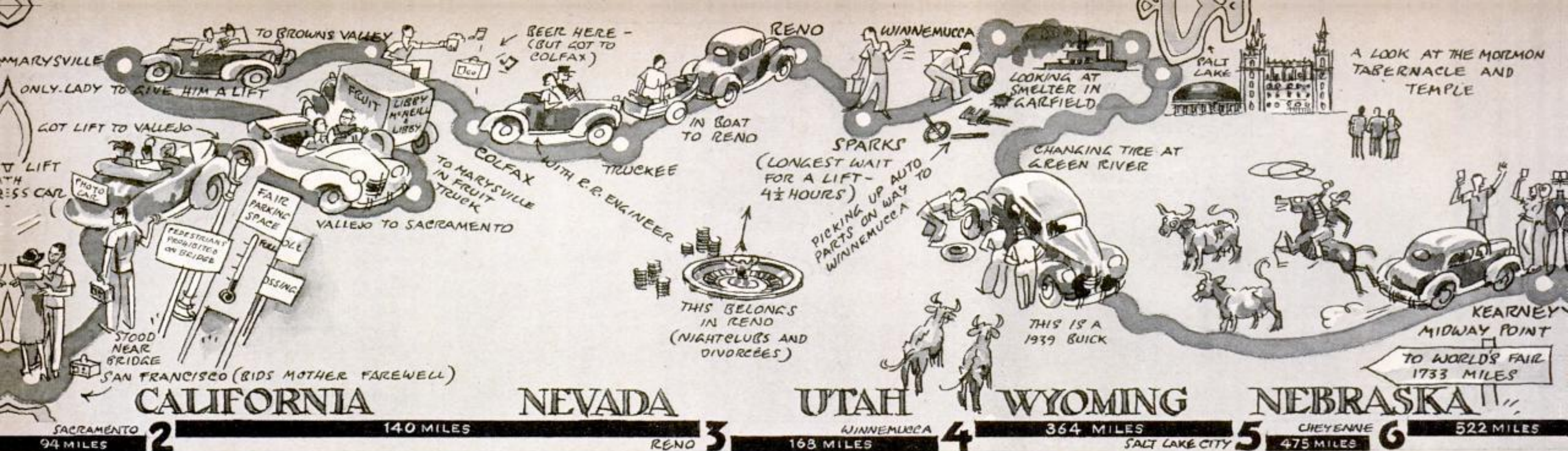
The man who owned it had been on a fishing trip to Lake Tahoe and he was taking his boat back home to Reno. Parker sat in the boat and listened to swing music on his radio.

At Sparks, near Reno on edge of the desert, Parker had longest wait of his trip. He tried all the best corners, sat patiently in front of the hotel and finally, after five hours,

was picked up by an auto-wrecking truck which was going to Winnemucca. When the truck stopped along the way to pick up old auto parts, Parker helped the driver load them.



CONTINUED ON NEXT PAGE



9
At Winnemucca, Parker got a great break. In a lunchroom he met Otto Eisenschiml, Chicago manufacturer and author, who took Parker all the way into Iowa in his Buick.



10
Near Green River, Parker earned his ride by changing a flat tire. With Eisenschiml was his niece, Virginia Maier. Eisenschiml drove pretty fast and seemed to like being over on the wrong side of the road.



11
At Garfield, Utah, Parker and Miss Maier, who is her uncle's secretary, went to look at American Smelting and Refining Co.'s big copper-smelting plant. Mr. Eisenschiml stayed in the car.



15
Near Knoxville, Parker stood on a dirt road and got a lift in the slowest conveyance of the trip—a farm wagon driven by young Delbert Kingery, who took him into town.



16
In Knoxville, Parker sat on the porch of Swift's Hotel and chatted with two oldtimers, Si Jenkins and H. T. Bain, who were waiting for a funeral. They were both fascinated by Parker's portable radio.



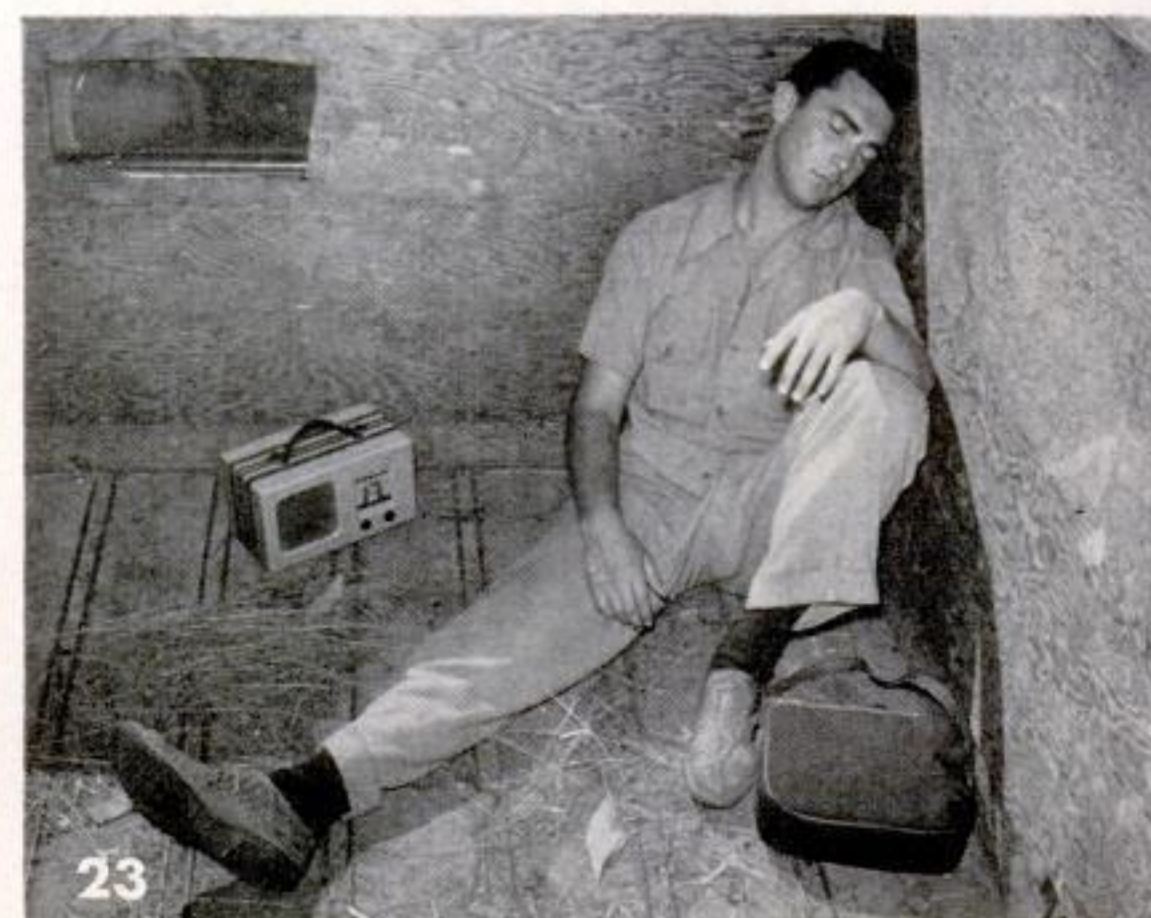
17
Outside Knoxville, Parker spent the night at the farm of James Reed who gave him a comfortable room, a chicken dinner, let him try to ride a horse and wash his socks at pump in the yard.



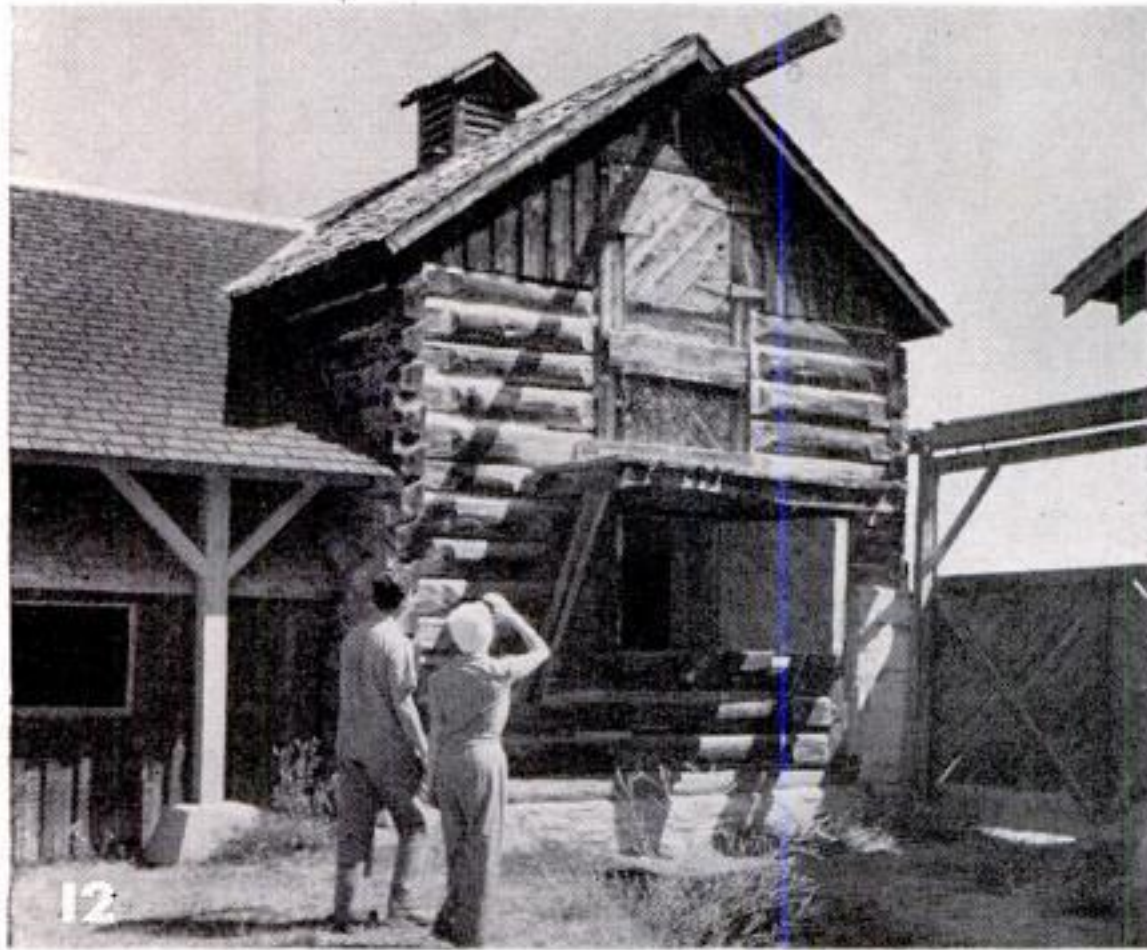
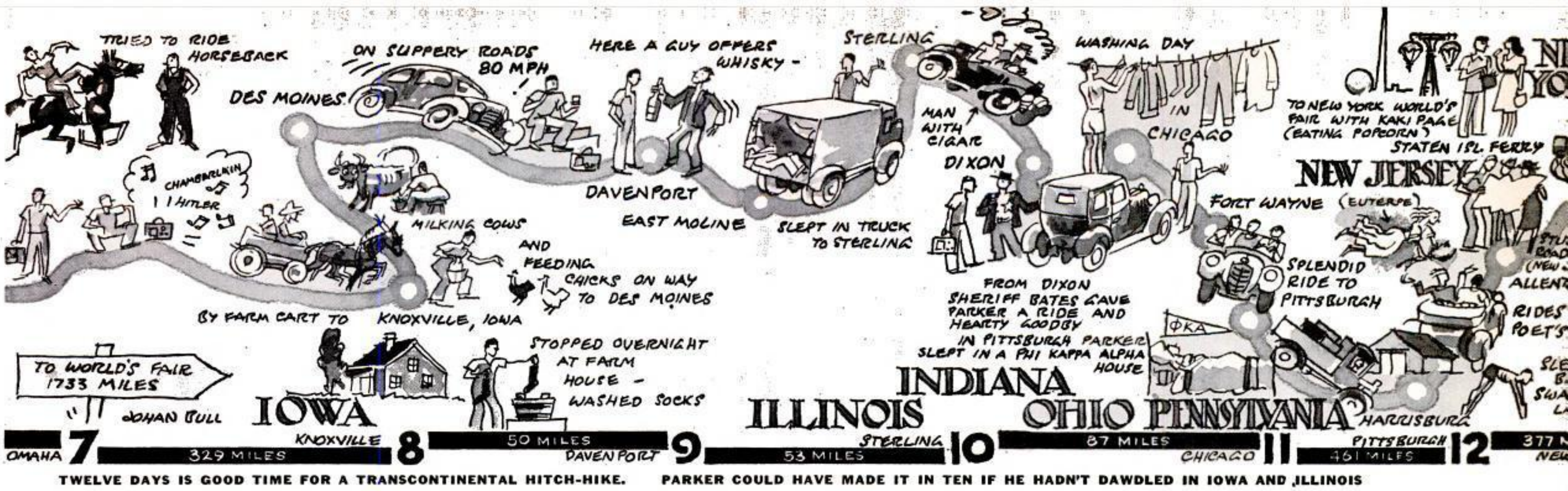
21
In Chicago, which he reached with lifts from a mechanic, a plumber and a sheriff, Parker stopped at the Y.M.C.A. Hotel, washed his clothes, looked out at the city lights.



22
In Pittsburgh, Parker was put up at Phi Kappa Alpha by Wes Thompson, Pittsburgh '38, who picked him up in Fort Wayne. A plumber going to meet his wife had taken Parker from Chicago to Fort Wayne.



23
Going to Harrisburg, Parker managed to get a short nap riding in the back of a jouncing hay truck. From Pittsburgh, he had driven to Cresson with a young farmer who was going to see his girl.



At Fort Bridger, they looked at an old stockade. Eisenschiml stopped at all historic spots. He is author of *Why Was Lincoln Murdered?*, thinks Secretary Stanton plotted the assassination.



At North Platte, Eisenschiml jotted down figures to show how government tax program is hurting the small businessman. Eisenschiml is a chemist and a manufacturer of oils used for paints and soaps.



At Kearney, mid-point between the two Fairs, Parker stopped for a milk shake. Eisenschiml was exceedingly nice on trip, dropped Parker off near Knoxville, Iowa.



With Farmer Reed's daughter and the cow looking on, Parker tried to milk a cow. Next morning he got a lift to Des Moines, then to Davenport where a stranger offered him a drink of whisky.



From Davenport to Moline, Parker rode with O. F. Livingston, a salesman, who owned a Chevrolet but said he wished he could have the fun of hitch-hiking. He showed Parker the best route to Chicago.



At Moline he tried out the full-sized bunk which big cross-country trucks have behind the driver's seat. Here truck drivers sleep on long trips between turns at the wheel.



Somewhere in Pennsylvania, Parker helped a man and woman pick up clothes which had dropped out of a trunk on the back of their car. They weren't going his way so he didn't get a lift.



To Allentown, Parker rode with Shelley Miller who said he was a descendant of Poet Shelley. A graduate of Elizabethtown College where he played baseball and the tuba, Miller was on his way to a new job.



Into New York Parker rode on a ferry. A couple had taken him from Allentown to Staten Island, insisted on paying his fare. Parker saw Manhattan through evening haze.

SMART TECHNIQUE AND A PORTABLE RADIO HELPED PARKER ON HIS WAY

Will Parker planned his hitch-hike very carefully. He dressed in a smart-looking green slack suit which held its press. He carried an electric razor and shaved every morning. He took a bath at almost every stop. As a result, he stood at the roadside looking like the model of a clean-cut, honest American lad. Motorists, who usually don't like the looks of hitch-hikers, felt it was safe to pick him up. But Parker's inspired touch was the portable radio. Drivers are accustomed to seeing hikers traveling with wives, babies, dogs, suitcases, even trunks. But a portable radio was something new. They asked Parker about it, made conversation and found themselves persuaded to take him along.

Parker, who came East to go to college, learned a lot about the technique of hitch-hiking. Some of what he learned is told at right. He also learned that motorists like to talk about themselves. They willingly gave their opinions on politics and public affairs. By the time he arrived in New York, Parker had his own private Gallup poll. Almost all his companions said they thought President Roosevelt would run again, but only one out of three said they would vote for him. Most were in favor of Social Security and keeping out of war. Virtually every one of them thought it was a shame to change the date of Thanksgiving.



At the World's Fair in New York, Parker walked hand in hand with Kaki Page, a friend of a San Francisco friend of his. Kaki, whose name is Kath-

arine, went to Stanford, works for Pathé News in New York. They drank beer and ate Swedish food. Parker thought San Francisco's Fair was much better.



The best way to get a lift is to stand at some place where cars must stop. Drivers hate to slow down just to pick up a hiker. Good spot is at a traffic light. Here, on a red light, Parker is canvassing the cars.



A helpful freight train can stop traffic and give the hiker a chance to talk people into taking him. The drivers of small cheap cars are invariably more willing to give a lift than drivers of expensive ones.



Politeness is always necessary. Parker stopped one car whose driver was hard of hearing. He wasn't going Parker's way but Parker had to stay and yell a complete explanation of his route into the driver's ear.



Gas stations are fine places to wait for rides because they give a hiker time enough to strike up conversation with a driver. But many gasoline companies force their attendants to chase hitch-hikers away.



*Keeps on cleaning
after six
old-style
brushes^{*}
wear out*

You'll thrill to the
lasting spring of Tek's
amazing new bristles.

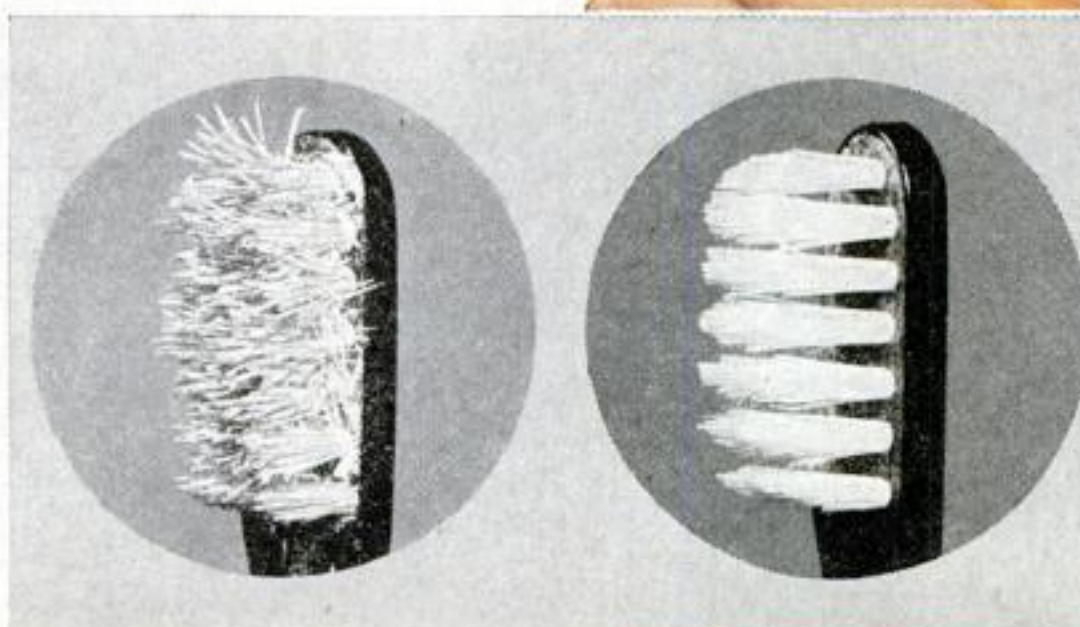
Zip...zip...zip! Feel Tek's new, long-life bristles—cleaning...massaging...refreshing your whole mouth! And a long, long time from now—after six ordinary brushes would be limp, lifeless, useless—your amazing Tek will still be full of action.

Genuine, natural bristles with 6 times longer life are an exclusive development of Johnson & Johnson. And, like Tek's small, scientific shape for clean-

ing both sides of your dental arch, it's changing the tooth brush habits of thousands. Tek 50¢, Tek Jr. 25¢, Tek Professional 50¢, Tek Double Package (one brush for morning, one for night) special value.

DRAMATIC PROOF: Unretouched photographs show (left) old-style brush with ordinary bristles worn out by the laboratory test. Right: The new Tek, still full of cleaning after six times more wear in the same test!

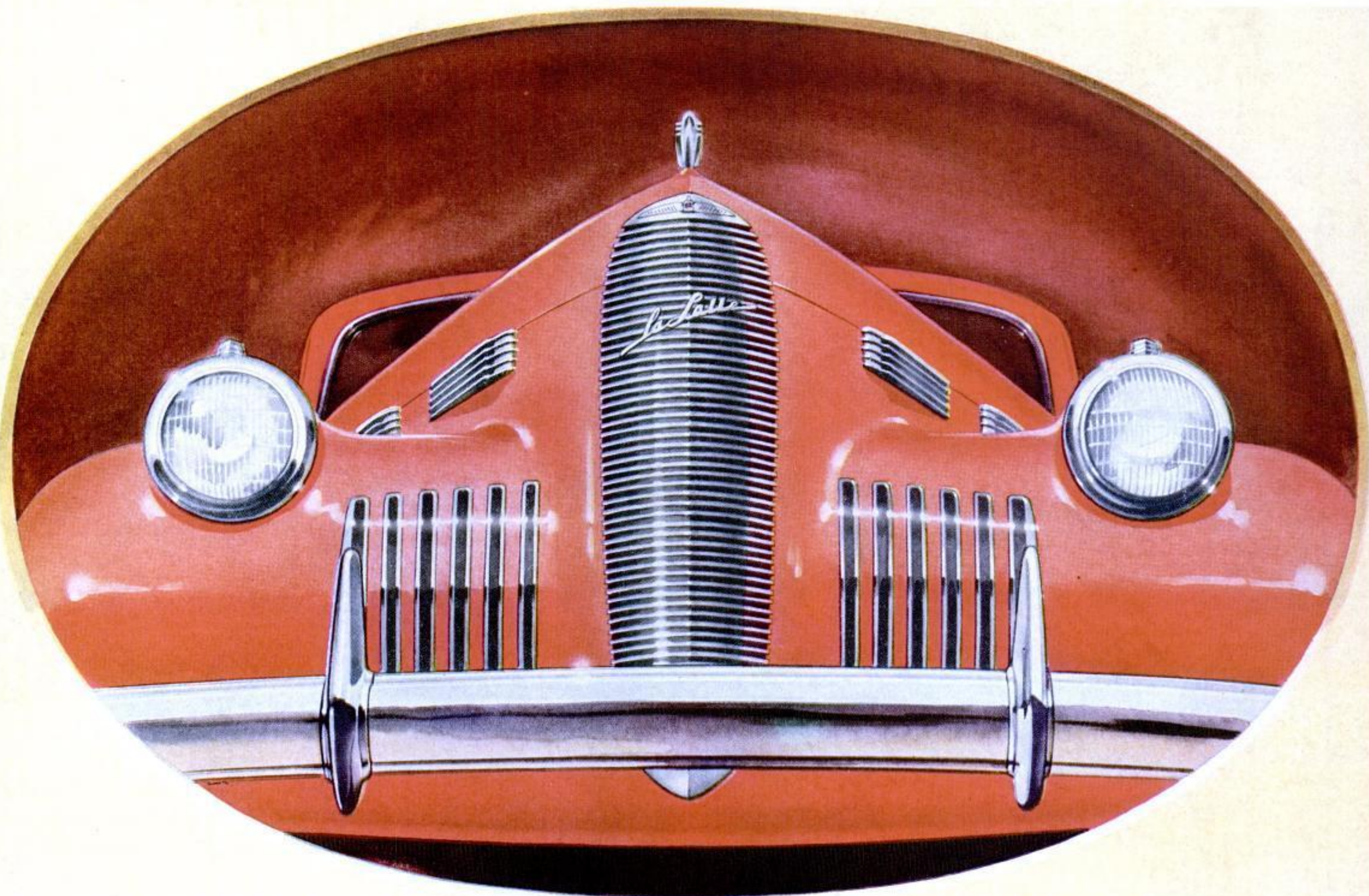
*Natural bristles without benefit of Tek's exclusive new process.



Tek

**NOW LASTS
SIX TIMES LONGER**

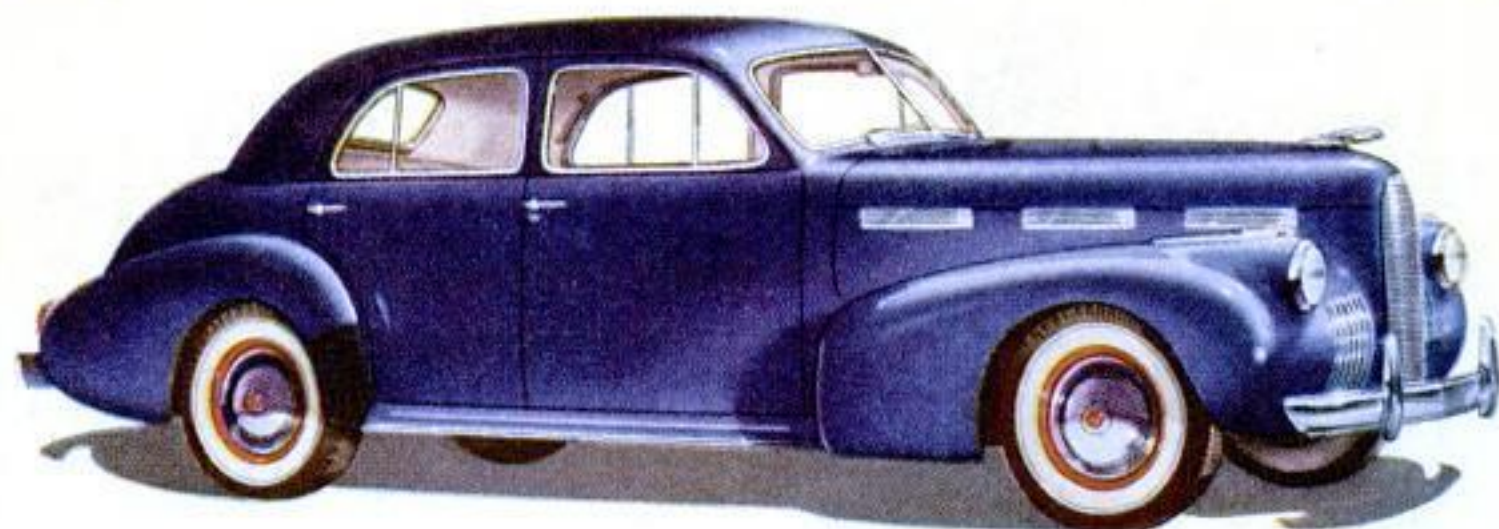
Again- Cadillac Leads



TWO NEW

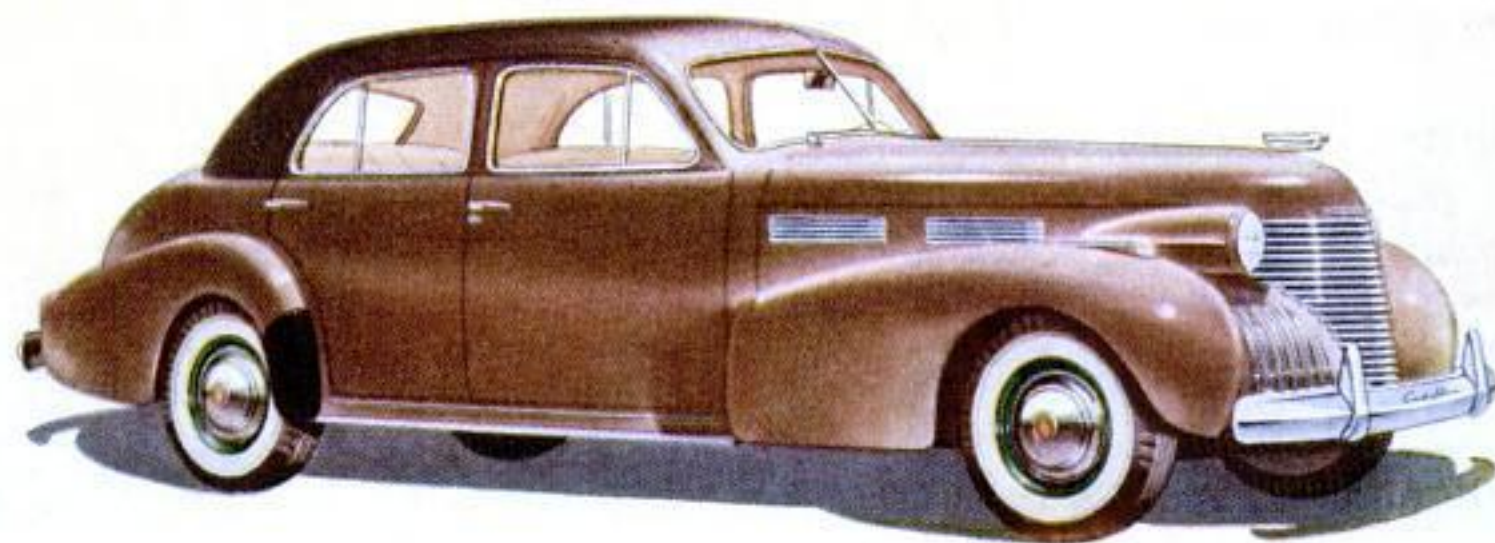
LaSalle

TODAY, THE SHOWROOM of your Cadillac-LaSalle dealer is virtually an entire automobile show in itself. There you will see—summed up in seven superb, new motor cars—everything that's fine in motoring, and *everything that's new for 1940*. You'll see two great new LaSalle—one entirely new—*larger, more powerful, more economical*, and unapproached for beauty. You'll see a new Cadillac—one of the very finest cars Cadillac has ever built, yet the *lowest-priced* Cadillac for 1940. You'll see four new Cadillac-Fleetwoods—including the Sixty Special and a completely *new, lower-priced Fleetwood*—which represent the highest point yet



THE NEW LASALLE SPECIAL

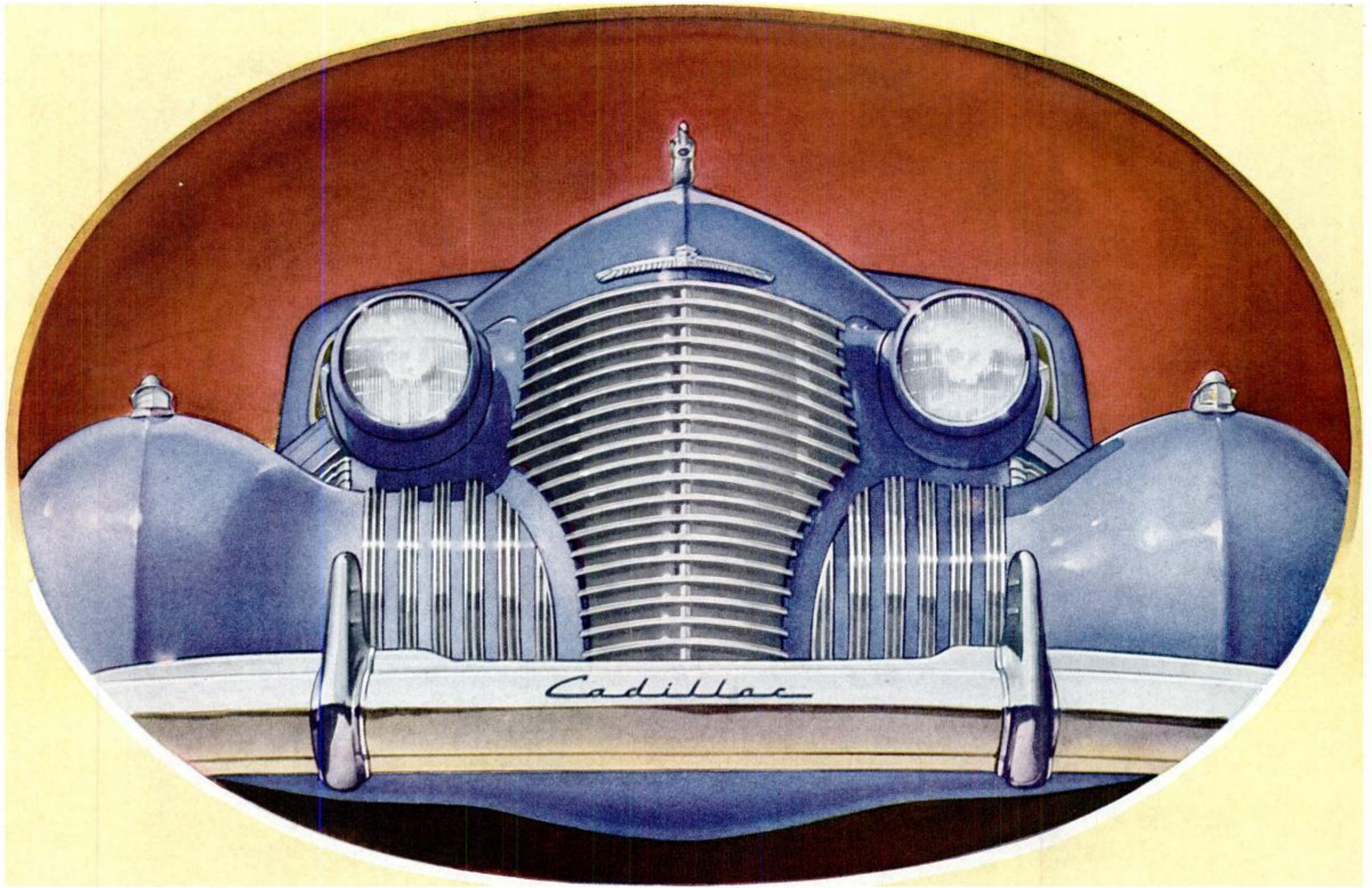
Now there are two LaSalle—the Fifty series in five body styles . . . the completely new Special series in two—both series styled and powered by Cadillac to lead the medium-price field in luxury, performance, comfort and economy.



THE NEW CADILLAC SIXTY-TWO

Cadillac has combined a great new chassis with an entirely new type of body to make the newest car in the world and the lowest-priced Cadillac for 1940—available either in the sedan body illustrated, or a four-passenger coupe.

The Way To Progress !



reached in luxury, comfort, safety, and performance. You'll see, in short, the leader in every price-group above a thousand dollars, because *these seven new cars give Cadillac complete dominance of the quality field*. That is an all too brief picture of the Cadillac presentation for 1940. It merely suggests the tremendous progress these cars represent. It leaves out entirely any discussion of the new ride, the new ease of control, and of the mighty new Cadillac V-8 engines which power them all. It does so deliberately, because only a look and a ride can demonstrate the true greatness of these cars. Why not make a personal investigation—today?

FIVE NEW *Cadillacs*



THE NEW CADILLAC-FLEETWOOD SIXTY SPECIAL

A brilliantly restyled exterior, a greatly enriched interior, and a wealth of engineering advancements again place "the most imitated car in America" far beyond competition in its field for distinction, luxury, and all-around performance.



THE NEW CADILLAC-FLEETWOOD SEVENTY-TWO

This smart, lower-priced addition to the Fleetwood line is *completely* new. With its companion cars—the sumptuous new Seventy-Five and the regal V-16—it provides, in every way, the very peak of luxurious personal transportation.

*"I've just made an exciting
discovery about Linoleum"*



1. "I'VE JUST LEARNED that linoleum floors can make decorating easy . . . that seams don't need to show . . . that I can find colors that really harmonize with my rooms. Lucky for me, I went to a store that carries Pabco."



2. "THE SALESMAN PROVED to me that the new Pabco 'Luxury Floors' of marbled squares do not show foot marks or seams. And I saw at once that the inlaid squares break up the sameness of ordinary all-over sheet marbles."



3. "AND THEN HE showed me the big reason why decorators are going for these new Pabco 'Luxury Floors.' The built-in insets give just the right accent of color to the smart inlaid marbled squares—just perfect to decorate to."



4. "AND HERE IS my new Pabco Linoleum—one of the very newest 'Luxury Floor' patterns."
"It's simply beautiful, Alice. And I'm so glad you found it. You've given me a new idea for my kitchen and sun porch."

At the Pabco Dealer's you'll find the whitest whites and truest blues you ever saw in linoleum. Pabco's modern new processes make all colors truer and clearer. And Pabco is genuine inlaid linoleum with the colors clear through to a real BURLAP BACK. The new swirl marbles are another example of Pabco's style leadership. No wonder decorators and particular women are choosing Pabco! Ask dealer for our booklet on room decoration.

PABCO  **LINOLEUM** **LUXURY FLOORS
AT REGULAR
LINOLEUM PRICES**

The Paraffine Companies, Inc., New York, Chicago, San Francisco, Makers, also, of Pabco "Stainless Sheen" Floor Coverings

CLOSE-UP



YOUNGSTERS, UNTOUCHED BY WAR AND EXCITED AT THE IDEA OF GOING TO THE COUNTRY, PRESS THEIR NOSES TO THE TRAIN WINDOW AND GRIN AS THEY LEAVE LONDON

KIDS TO THE COUNTRY

Some of England's evacuated city children like Nature and some don't, but none of them will ever forget it

by FREDERIC SONDERN JR.

LONDON (by cable)

London hardly seems like a city of war despite sandbags, boarded shopfronts and the gas-mask box over everyone's shoulder. The fashionable restaurants and night clubs in the West End are surprisingly full. The movies and theaters of the suburban districts, allowed open until 10 o'clock, are packed; and the life of the average Londoner, a stay-at-home by nature, goes on as usual. Only one change is really striking: London is now a childless city.

A hush lies over the big parks. The famous soft-green lawns where primly starched nannies pushed their prams, where children played and dogs raced, are almost deserted. On the streets one sees a few children now and then, but very few. It is as though a modern Pied Piper had swept the city from end to end. And this is true not only of London but also of all the other large cities in England and Scotland.

Under the "Government Evacuation Scheme," between a million and a half and two million children and mothers have been taken from their homes in the congested areas all through the island; some 700,000 from Greater London; 125,000 from Glasgow; 120,000 each from Liverpool and Manchester; 100,000 from the manufacturing districts of Hull, Leeds and Sheffield; 50,000 from Birmingham. The balance have been drawn from such cities as Portsmouth, Southampton and other naval, military or armament centers. They have been scattered over the English countryside into new homes, new families and new environments.

This — the greatest rearrangement of population in modern times — was completed in the brief span of four days. Already it has cost, at a rough estimate, half a billion dollars. It has recast the economic, school and food systems of



This pretty girl, one of 120 children sent to an estate owned by the Duke of Connaught, does not know what to make of nature.



"Crocodile" is a favorite game with 37 of the tots who are safe from bombers on the Duke of Connaught's country estate. They hold each other by the coat-tail and zigzag in singlefile "like a crocodile" as they go to see the cows in

the Duke's pasture. They were evacuated by bus on Sept. 1 from the Latimer Road Mission Day Nursery in London and are now housed above the garage on the Duke's estate. Ten trained social workers give them the very best of care.



Children get a first-hand glimpse of Nature as they pick flowers in the field near the Duke's great house. Below: young Londoners climb a fence without fear of being disturbed by city police. One problem created by evacuation is

schooling. The Ministry of Education is finding new quarters for classes as rapidly as possible, but it will take some months before all the evacuated schoolchildren are back in class. Teachers plan to hold classes in two daily shifts.



KIDS TO THE COUNTRY (continued)

the country. In the reception areas the influx of evacuees has on an average upped the population by 25%. That increase translated into terms of extra water and food supply, sanitation, hospitals and medical care, schooling, transport, policing—even blankets, crockery and shoelaces, is a formidable burden for any community.

In no other war-beleaguered capital has there been anything comparable to the British hegira. In Paris the easygoing French left evacuation up to the individual. Some 500,000 Parisians, children and adults, did finally leave, but not until their government had warned them frantically three times. In Warsaw a large part of the population fled—but not until the Germans were at the gates. Even efficiency-loving, dictatorial Berlin has not yet decreed children's evacuation. Britain, however, is not in a position to enjoy such luxurious informality in wartime. Its crowded cities present some of the world's likeliest and most vulnerable bombing targets. Unless millions were to risk being trapped in these cities, evacuation had to be treated as a national necessity, to be solved in an organized, almost compulsory manner.

England's "greatest social experiment"

Evacuation has created social problems that have never been thought of before. Two million city people, most of them poor, many from the slums, have been cast into a rural life which they do not understand. Neville Chamberlain called it "the greatest social experiment which England has ever undertaken." Of all countries, England is the least suited by temperament and tradition to the discomforts and readjustments that evacuation necessitates. Lowerclass English families, unlike those of the dictator countries, are not used to being told by their government what is best for their children. On the other hand, upperclass English families, many of whom have taken evacuated children into their homes, are not used to rubbing elbows with complete strangers from different walks of life, like country people in France or the U. S.

It was not easy for the Prime Minister to make the decision that launched the exodus when the ministers, one by one, on the morning of August 31 walked over from their offices to No. 10 Downing Street. Their faces were haggard, they looked straight ahead and even the irrepressible Hore-Belisha, Minister of War, had no smile for the cheering crowd. It was a grim session in the locked and guarded cabinet room. The evacuation of the children from the cities must begin at once for, if the Germans struck, the cabinet had to assume that they might strike immediately.

Evacuation would mean disrupting the entire nation's transport system for four days when every wheel was needed to concentrate men and arms. But the ministers were unanimous. The children, England's future, came first. Minister of Health Walter Elliot went back to his office and "pushed the button," as he put it, which set the vast machine into motion immediately. He announced it as a precautionary measure. It did not mean war, he said, but no one was fooled. England knew then that war had begun.

During the summer of 1938, the evacuation of children from London had been discussed in Parliament. Some farsighted members, excited by their own experiences and observations during junkets to Madrid, and others who took their newspaper-reading seriously, realized that what happened in Spain might easily happen in England. Sir John Anderson, now Lord Privy Seal

and Chief of Air Raid Precaution, was among them. Heading a Parliamentary committee, he drew up a detailed report on the possibilities of such a plan. The government was not enthusiastic but one of Neville Chamberlain's first actions when he returned from Munich was to tell Anderson to go ahead. Anderson went to Walter Elliot and asked the breezy, unpolitical but brilliantly able Scotsman whether the Ministry of Health would undertake the vast task of housing 3,000,000 évacuées. Elliot's answer was, typically enough, "When do I begin?" He and his principal housing expert, John Wrigley, one of the world's great housing administrators, were soon the driving force behind the whole organization, transportation, billeting, education and all.

By January 1939, Elliot, Colville, his Scottish colleague, and their counselors had divided England, Scotland and Wales into areas of three types: evacuation, neutral and reception. Evacuation areas were those danger spots from which all children between 5 and 16 and all mothers with children under 5 should be removed. Neutral areas were those moderately dangerous but not congested which should be left as they were. Reception areas were mainly rural districts which were safe and able to receive new population. Then, at the Ministry's behest, the local health authorities in each community of the reception areas made a house-to-house canvass of the quarters available in their jurisdiction. The capacity of every home was figured on the basis of one person per habitable room. With 100,000 social workers and helpers, the gigantic survey was made and tabulated in six weeks.

By March, Elliot knew how many évacuées he could send and where he could send them. Meanwhile every school in the evacuation areas had been registering children over 5 and the children under 5 with their mothers. It was a difficult job. Against the argument: "Wot! Let my Tommy stie with stryngie people garn I needs 'im in the pub?", the social worker was powerless. The government plan was not compulsory but the teacher is highly respected in the poorer parts of London and other English cities, and the roster was soon almost complete.

Moving 700,000 children in one day

The next step was the most intricate. For three months the railroad and other transport companies had to wrestle with the problem. Timetables for 30,000 special trains had to be made. The Southern Railway alone, main artery from London, designed a special schedule of 147 pages. Elliot decreed that 700,000 children would have to be cleared on the first evacuation day, 300,000 from London alone; that the entire evacuation was to take not more than four days from London and Liverpool, not more than two from the other areas. By Aug. 1, after almost daily conferences between the Ministries of Health, Transport and Education, the railroad and bus companies, and the officials in the reception areas, the "Government Evacuation Scheme"—some typical civil servant's typically understated title—was ready.

When Elliot pushed the button, the machinery functioned with incredible precision. Take, for instance, the little boys of the Junior School on Commercial Road, East London, at 5:30 a.m. on the morning of Sept. 1. They assembled in the schoolyard. Their parents had been notified the day before. Each child had a label attached to his coat lapel with his name, address and the evacuation number of the school, 1017. On his



A happy new home has been created for three London boys by Miss Pither, who lives in a peaceful suburban Thames-side town that has taken in 1,443 évacuées. Miss Pither's youngsters help her do chores. One of them helps her pick flow-

ers in the garden, while another moppet sweeps up the lawn and the third boy roguishly aims a toy pistol at his companion's back. The evacuation included children between 5 and 16; mothers with babies; the lame, the sick and the blind.



Tea is served in the garden every afternoon and Miss Pither has her hands full teaching table manners to the boys, especially to Derek (below). A New York Times correspondent recently described the social implications of the evacuation

he witnessed by suggesting: "Imagine all the youngsters from the lower East Side, Hell's Kitchen, Brooklyn and The Bronx suddenly thrown into every corner of every safe mansion in Westchester, upper New York State and New Jersey."



CONTINUED ON NEXT PAGE



N.R.G. goes to a Hallowe'en Party

AND PROVES THAT EVERYONE NEEDS ENERGY



The Gaiety of a Party—and active bodies burning up energy! That's where delicious Baby Ruth Candy belongs, it adds to the party's pleasure and gives everyone food-energy to carry on.

According to many doctors, candy has a place in every diet—every day.

According to the popularity of Baby Ruth more people prefer *this* fine candy to any other. In every big bar of Baby Ruth is a liberal supply of pure Dextrose, the sugar your body uses directly for energy. Good candy and good food? You'll say it is! Get a bar today.

Let 'em Have their fun—and, by all means, let them enjoy Baby Ruth. It's good candy—and gives quick food-energy to active young bodies.



Slice and Serve Baby Ruth on all occasions. It's so delicious, so fine and pure—and it's a real food, rich in Dextrose.



The candy bar
that's rich in
DEXTROSE

The sugar your body uses
directly for energy



CURTISS CANDY CO.

CHICAGO, ILLINOIS



New friendships flourish when evacuated city boys meet country girls. Here Derek Maguire and Rolf Atkinson (*standing*), both boys from Hollaway School in London, relax after tennis with two girls they met after they arrived at Towcester, Northampton.

KIDS TO THE COUNTRY (continued)

desk in the schoolroom, he found his haversack, also fully marked, containing a change of underwear, toothbrush, towel, handkerchiefs, night clothes, slippers and a 48-hour ration of bully beef, biscuits and chocolate. After a final inspection in the yard to see that gas masks, overcoats, haversacks were in order, and after a short cheering speech by the headmaster, the urchins marched off to Aldgate subway station.

Seventy-two subway stations in London were closed to normal traffic. The rest of the city stood still while School 1017 was whisked, a hundred strong, to Waterloo Station, railhead of the Southern System. The teacher in charge and his ten assistants, each with ten boys, had full instructions: a neatly printed card saying, "1017, Waterloo platform 12, 6:45 a.m." On the first day, punctually at 6:40, School 1017 marched, two by two, through the gate, scrambled for window seats on the train and two hours later was decanted at the city of Reading 40 miles away.

School 1017 finds its new homes

In Reading the city council was ready for them. A row of busses stood in line. Twenty children and two teachers climbed into each. One group had been assigned to a little village nearby. Half an hour later they drew up to the vicarage. The vicar and his volunteer helpers were ready too. On the green nearby, tables had been set up. There were piles of sandwiches and hot tea. Those villagers who had volunteered to take children stood by and chose the ones they liked best. Every little boy of 1017 had found a new home all in five hours.

All over England the same thing was happening. Nine of the principal main roads out of London had been turned into one-way evacuation arteries. A continuous stream of busses, trucks and automobiles crammed with singing children reached as far as one could see. Tightly packed, but moving steadily, their evacuees were bound for places nearer London. There were also the many private cars of wealthier people who had not already sent their youngsters to friends or relatives in the country, but the brunt fell on the railroads. So precise were their plans that the incoming army of London commuters was not delayed more than half an hour. What the arriving

CONTINUED ON PAGE 62

The case of the private schoolboy is illustrated by these boys from Hollaway School, a school in London for boys between 11 and 18, who are reading war news in peaceful Towcester. They and their teachers share use of the schoolhouse with local children.



a wife is complaining



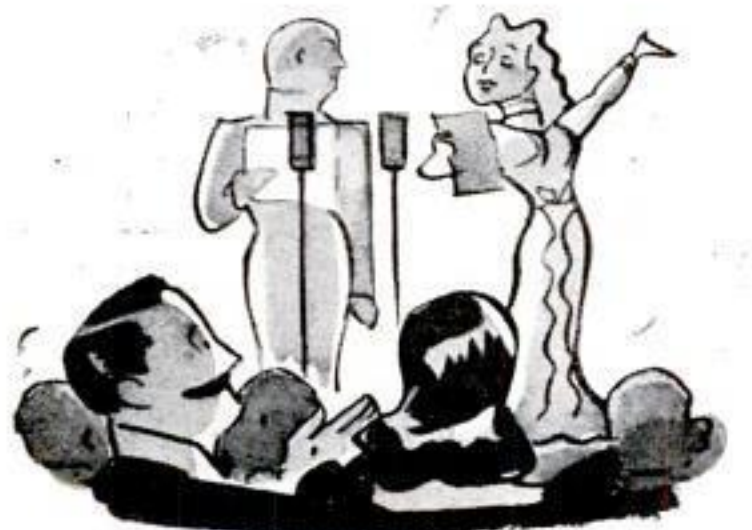
"I don't like to complain, John. We have taken a lot of winter trips. But we always seem to do the same old things. This year let's get away to some place new and fresh...and just a little bit startling!"



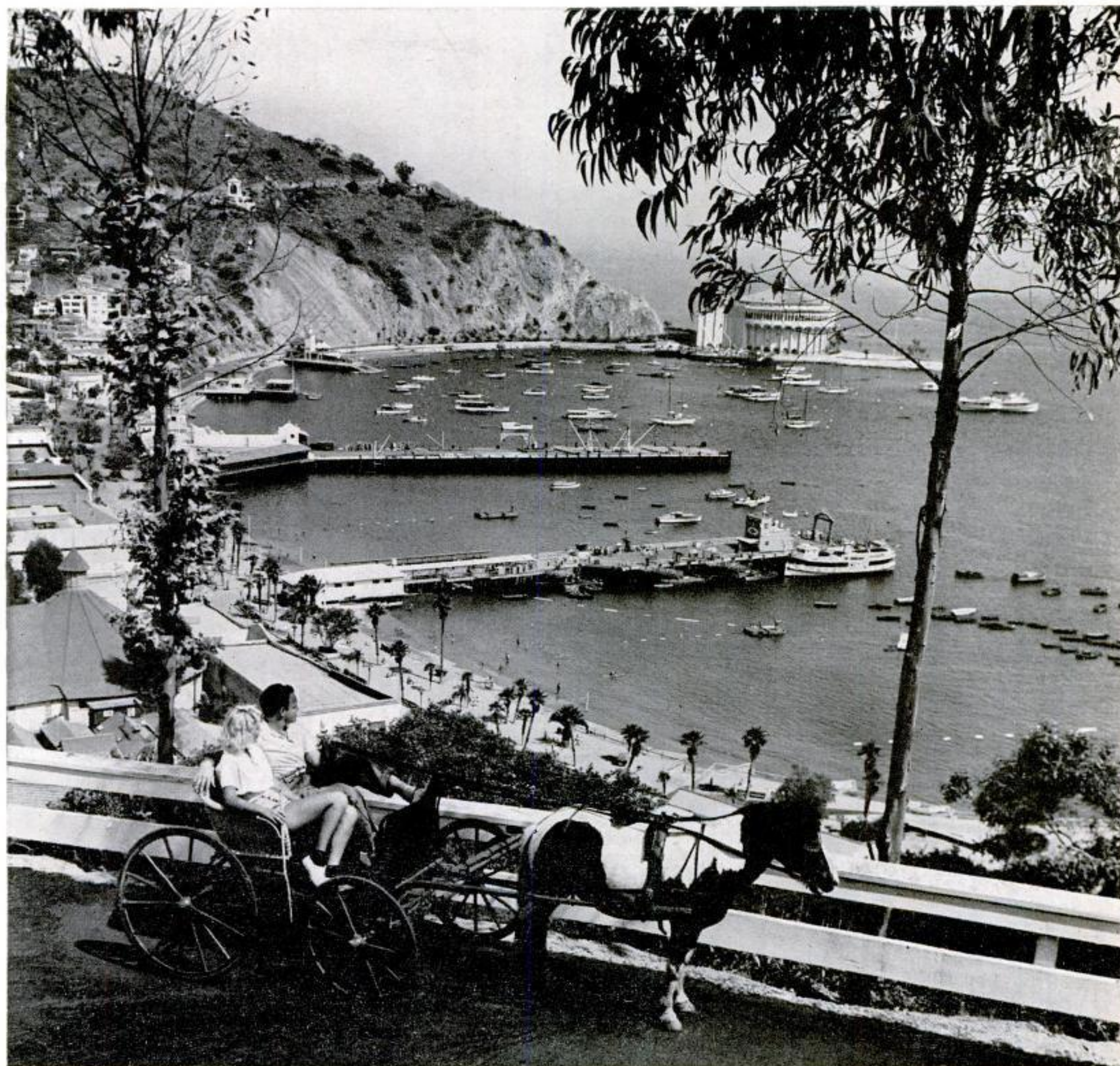
"Take me away to Southern California, John, with its big winter sun and topless skies and miles of green orange groves. I want to smell roses in January and listen to the low roar of the Pacific. Want to shriek with the crowd at the races and bask beside a sparkling pool on the desert's edge..."



"Let's really *live* this winter! Tee off in the shade of a palm tree, hear Mexican guitars and the soft ring of Mission bells. I want to buy a hat from a shop that designs them for the world. See curious industries...the great broadcasts, Catalina Island, the glistening restaurants...the celebrities. Yes, John, Southern California's the place! It's got youth and color and a change we've needed for ever so long!"



Southern California (we don't deny it) is something more than just sunshine and scenery. Things are going on out here! All the pageantry and fun and new things to see and do make this place the country's finest vacation break-away from winter routine. The time to visit is now.



NOW! ALL-YEAR CLUB "PERSONALIZED" VACATION

GUARANTEES MORE FUN IN

Southern California

The All-Year Club, Southern California's friendly, non-profit tourist organization (18 years experience) announces a new idea in *free* PERSONAL SERVICE for winter visitors. The new plan not only tells you how to get here but also designs a "custom-made" vacation for you when you arrive. Here's how the plan works:

- 1 You mail the coupon. We send you immediately a free informative booklet containing authentic information, detailed costs, scenic ways to get here.
- 2 When you arrive, we give you, free, a large beautifully illustrated Guide Book describing all the attractions in Southern California.
- 3 You consult our unique free Visitors' Bureau in downtown Los Angeles (505 W. 6th St.). Here, courteous young ladies, "Welcomettes," help you work out a vacation that fits your own particular taste—custom-made to your particular whims.
- 4 These same "Welcomettes" direct you to the places of your choice—smoothing the way with guest cards, etc. (26 free services in all)—saving you time and trouble.

TRAVEL IS FASTER, COSTS LOWER — Even from New York, Southern California is just overnight by plane, 2½ to 3 days by train, 4 to 7 by auto or bus. Vacation costs average 22.8% under those of 20 other leading U. S. resorts. You'll find accommodations for every taste in Los Angeles, Beverly Hills, Glendale, Pasadena, Pomona, Hollywood, Santa Monica, Long Beach and other cities in or near Los Angeles County.

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA

Come to California for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, the attractions are unlimited.

FREE—MAIL COUPON TODAY—

All-Year Club of Southern California
Div. 10-S, 629 So. Hill St., Los Angeles, Calif.

Send me free book with complete details (including costs) of a Southern California vacation. Also send free routing by ☐ auto, ☐ rail, ☐ plane, ☐ bus. Also send free booklets about counties checked: ☐ Los Angeles, ☐ Orange, ☐ Riverside, ☐ Santa Barbara, ☐ Inyo-Mono Area, ☐ San Diego, ☐ Ventura, ☐ Mission Trails, ☐ Central California.

Name _____

Street _____

City _____

State _____

(Please print name and address)

NEW ENDURANCE GAINED by men and women on Knox Gelatine energy diet. Supervised experiments *prove* Knox Gelatine's ability to promote energy output.

FILE PROOF NO. 199



BALLET PRAISES KNOX FOR ENERGY

World-famous ballet school mistress reports Knox Gelatine "puts new life" in dancers. Even after hours of strenuous rehearsal, pupils are fresh and ready for stage performance. Premier danseur says "intricate steps seem easier." Boys say there is less muscle strain in difficult adagio. Nervous reaction to important opening nights was greatly reduced because of less physical exhaustion.

FILE PROOF NO. 216

MORE "SALES-APPEAL"

Walks many miles per day in store selling shoes. Suffered chronic shoulder pain reaching for shoe boxes. Invariably fell asleep after dinner. Now, after taking Knox Gelatine regularly, says shoulder "tremendously eased." Feels so much peppier—"doing twice as much business." Less tired at end of strenuous day than formerly was after easy day. Group of salesmen, constantly standing or walking, equally enthusiastic about benefits of Knox Gelatine feedings.



FEELING LET DOWN?

Thousands have ended dull days, tired sluggish evenings—with Knox Gelatine—the simple, modern way to gain more vigor and energy. Knox Gelatine is not a quick stimulant. It is a food. Certain properties in Knox Gelatine help to increase staying power. Regular Knox Gelatine feedings have meant more than 100% increase in energy output to many. Scientific tests have proven these feedings work!

Fight Fatigue With KNOX GELATINE



THIS WAY: Empty 1 envelope Knox Gelatine in glass $\frac{3}{4}$ full of cold water or fruit juice or $\frac{1}{2}$ water $\frac{1}{2}$ fruit juice. Let liquid absorb gelatine. Stir briskly, drink rapidly or it will thicken. Take 4 envelopes a day for two weeks, then continue with 2 a day. Take faithfully for

1 month. Then if you wish, discontinue, and resume when you feel the need.

CAUTION: Be sure to use Knox. Only Knox was used in the scientific experiments. Only Knox is *proved* to have energy elements. Write for Bulletin E, Knox Gelatine Company, Johnstown, New York, Dept. 71.



Before going to bed at 7:30 p.m., children lodged at the Duke of Connaught's are bathed and given glasses of milk. Their day starts at 7 a.m., with breakfast at 8. They walk and play until lunch at noon, then rest, then play all afternoon until teatime.

KIDS TO THE COUNTRY (continued)

commuters saw was something neither they nor anyone else who witnessed the evacuation will ever forget. Not that the children were particularly tearful—for most of them it was something like the promise of an extended picnic. But implicit in the proceedings of that first tense day was the all-encompassing tragedy that was about to be played out upon the European stage.

An unseen force, an obscure compulsion was already disrupting homes and families, suddenly propelling multitudes into strange places and among strange people. No one could have been insensitive to drama of such unprecedented proportions eyeing the long lines of children trooping to their trains, hand in hand, in double file. A burly bobby observed to his mate, "It looks like a bloomin' circus." "No circus for me," gruffly replied the other, "one of them kids is mine. God knows when I'll see him again. It may be years. And some of 'em," he added, "are going to have a bad time of it."

Slum children meet grass and clean sheets

Some of them have had a bad time of it. In developing the evacuation scheme, Minister Elliot decided that the actual billeting of the children would have to be left to the judgment of the local authority, city or town council, sacrosanct British institution of local government. In the larger communities accustomed to social work, all has gone well. Competent inspectors called at the houses of the people who had volunteered shelters and made notes of the facilities and quality of each. When the children arrived they tried as far as possible to send them to the type of home that would make them most comfortable—the poorer children to the simpler houses, those accustomed to more luxury to the more pretentious. When there was not enough room and compulsory billeting was necessary they tried to choose the families who would resent it least.

The vicar of the little village near Reading took two of the 1017's, two tough little cockneys. Tommy's mother keeps a pub in the East End of London. Jimmy's father is a dock worker. Adjustment has not been easy for them. To the vicar's mystification, they scrupulously avoided walking on the grass and insisted on playing in the road. Jimmy was appalled at the thought of a bath and Tommy refused to use his beautiful white handkerchief when his fingers would serve the purpose. Both complained bitterly at having rooms to

CONTINUED ON PAGE 36

Roughhousing in the fields is fun and safer than on city streets. Said one little boy: "Mother told me that I was going to the country to look for apples, but I know better. My brother is in the Navy and he said the Germans were going to bomb London."





*"Bright as young diamonds
In their infant dew . . ."* — DRYDEN

THE YOUNG PEOPLE just engaged and planning their future home are in the happy state which discerns ultimate significance in the most prosaic object. . . . In the meshes of a mixing machine, they find deathless romance. . . . The pattern on their china assumes the importance of Han dynasty painting. Nor may one cry a lacking sense of value in those to whom all values take on sublime importance. . . . Let them but remember this: of all their early purchases, one alone is most likely to survive their lifetime. . . . The choice of the diamond that marks their engagement calls for calmest forethought. At the outset, they should seek the advice of a reliable merchant. (Many will be glad to assist in the purchase of a handsome stone by extending the payments over a period of months.) They should acquire a stone whose flame, purity and deep brilliant cutting will be lastingly precious. This is as important as purchasing a diamond whose size will honor their future destiny. With their diamond, they obtain one of the few imperishable mundane objects. That is why it traditionally symbolizes the immortal passion.

DE BEERS CONSOLIDATED MINES, LTD., AND ASSOCIATED COMPANIES

CURRENT PRICES OF QUALITY DIAMONDS
(Exact weights shown are infrequent. Fractional weights at relative prices.)

One-half carat, \$100 to \$200		One carat, \$325 to \$600	
Two carats  (Square-cut)		(Brilliant) 	\$900 to \$1750
Three carats (Marquise) 	(Brilliant) 		from \$1500

*Size alone does not determine diamond value. Purity, color and excellence of cutting affect the prices of diamonds, regardless of weight.
These prices do not include mounting.*



Alive with Innovations!

1940 DODGE *with NEW*

FORGET all your previous ideas about car values! Put aside all former notions of beauty, new ideas, brilliant performance, economy! For here, in the 1940 Luxury Liner, is the most impressive combination of all of these that Dodge has ever produced!

This magnificent Dodge is a brand-new car in every way! It's even bigger and roomier than last year...with a new kind of beauty outside and more gorgeous appointments inside than you ever saw in a car at anywhere near the price!

On top of this, Dodge offers one of the greatest engineering advances of the past 25 years. It's the new *Full-Floating Ride*—now made possible for the first time in a low-priced car! Read details at right!

But words can't tell the story of the 1940 Dodge. Go to your Dodge dealer *today* and get all the facts first-hand. And remember, this new 1940 Luxury Liner costs only a few dollars more than a small car!

Never Before a ride like this in a car priced so low! For years, engineers have been trying to perfect a design in a low-priced car that would take the rear seats off the axles where road shocks are trans-

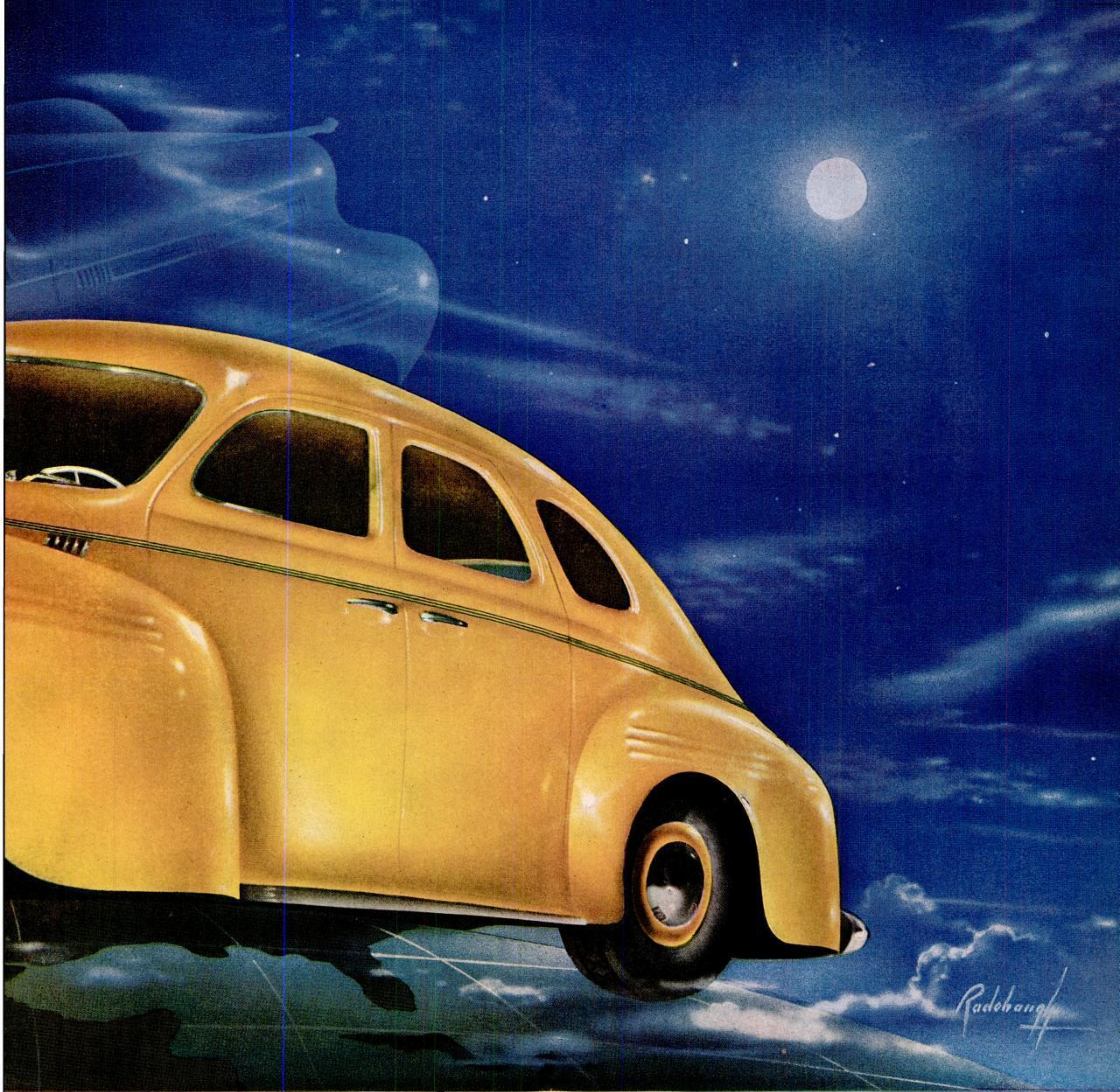
mitted to passengers above. This year, for the first time, it is an impressive reality—in the new *Full-Floating Ride* in the new 1940 Dodge Luxury Liner! Wheelbase is longer and wheels

are moved backward so all passengers ride in the buoyant "Comfort Zone" between the axles! What is this amazing new ride like? No one can answer that in words. You've got to experience it for yourself! So why not do that today? Your dealer has a new 1940 Dodge ready and waiting for you to experience the thrill of this new *Full-Floating Ride* first-hand! No obligation!



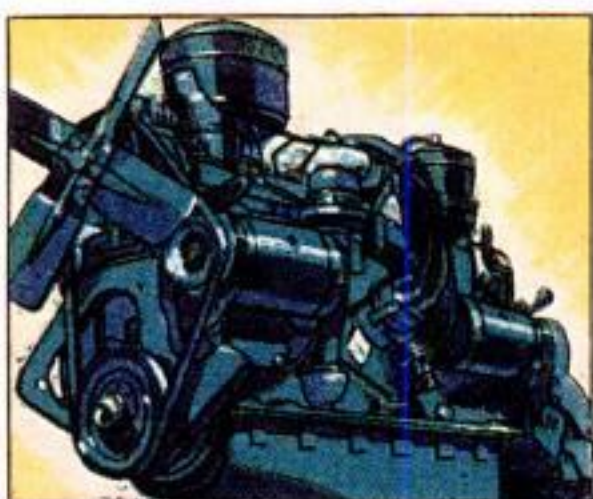
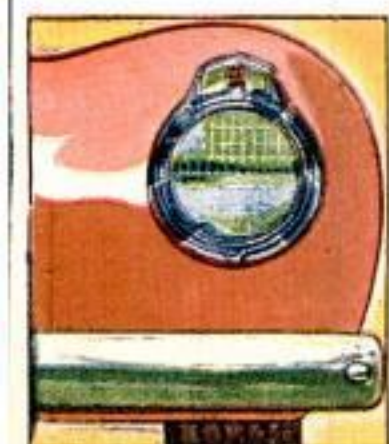
Old Way (left). Say good-bye to the old-style "dog-leg" rear door that made getting in and out of the rear compartment cumbersome, difficult.

New Way (right). Now, with the new Dodge straight rear door, you walk right in and out—another of the many innovations the 1940 Dodge offers you!



FULL-FLOATING RIDE

New Sealed-Beam headlights—all in one piece—give 50% to 65% more illumination! They're *car-wide*, too—mounted in fenders for safer driving!



"Scotch Dynamite!" That's what we call this amazing 1940 Dodge engine with its flashing pick-up, road-eating performance and gas and oil economy that saves you money every mile you drive!

Why Only Dodge Can Build a Dodge

By W. J. O'Neil, President

"The Dodge reputation for building *good* motorcars, year after year, has been a tradition in the automobile industry for 25 years. Hence the phrase: 'Only Dodge Can Build a Dodge,' which means that what Dodge engineers conceive is conceived *better*; what Dodge craftsmen produce is produced *better*; and what you ultimately get in the finished product is a *better* value. This is the reason why there are more Dodge cars on the road today than any other fine car in America."

Tune in Major Bowes, C.B.S. Network, Thursdays, 9-10 P.M., E.S.T.



1940
Dodge
LUXURY LINER

Under his glass Peter Ballantine found



a trade-mark now famous

TESTING ale in 1840 was a simple process. Peter Ballantine knew ale from the ground up, and he trusted his taste beyond any man's!

When his ale had ripened, he called for a tumbler. One healthy drink, and he set the glass down, to roll the brew on his tongue. "It ha' the PUR-R-ITY," he said, his Scotch burr mingling with the brew in his speech.

Another gulp, and more tongue rolling. "It ha' the BODY," was his verdict, and no doubt whatever about it.

The third drink drained the tumbler. Much pursing of the lips and squinting of the eyes.

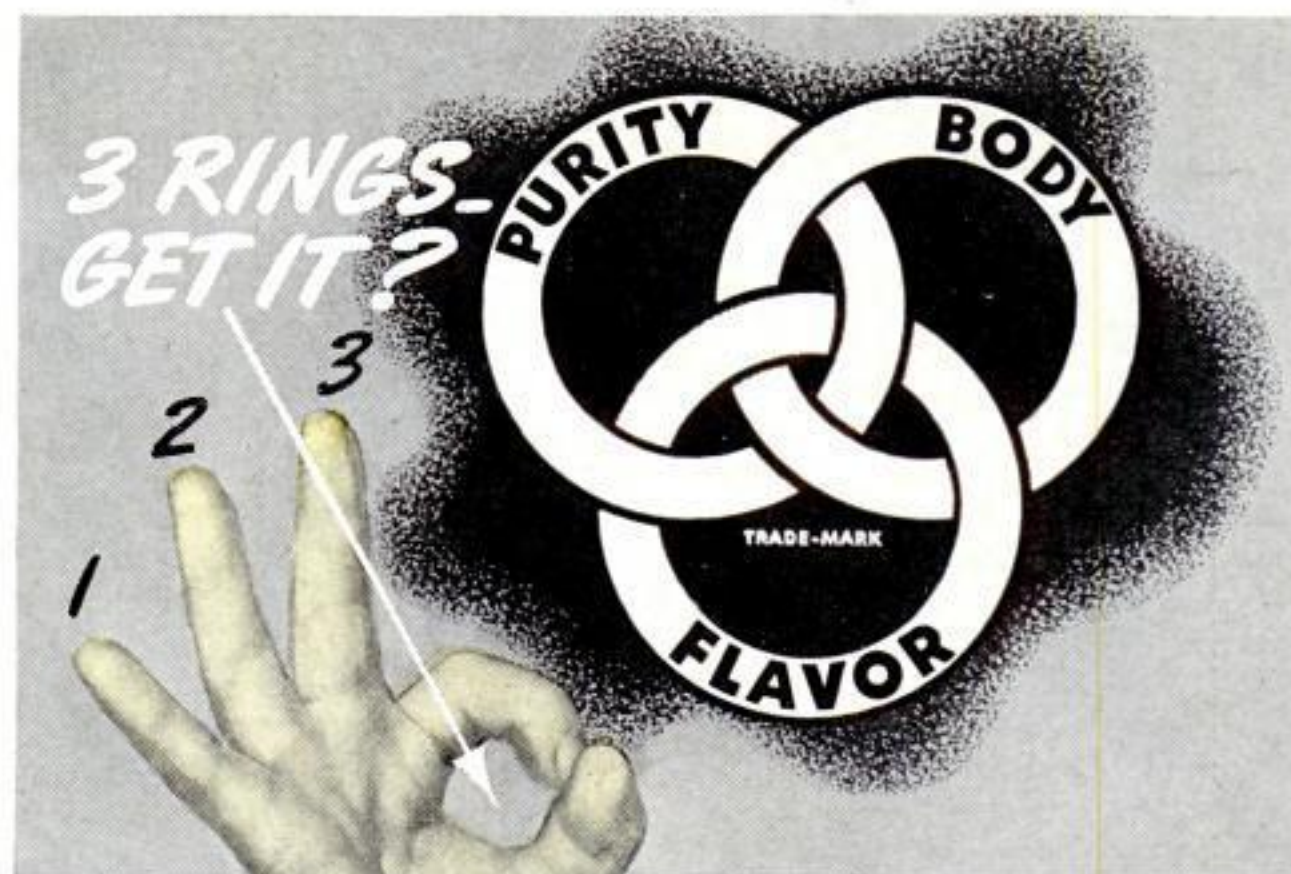
"Ah, and it ha' the FLAVOR-R-R!" he pronounced with final authority.

When the empty glass was lifted, Peter Ballantine's eye chanced on the pattern of rings from its bottom, dewy on the scoured oak of the table.

"Thr-r-ree tests—thr-r-ree rings—" he mused, "the mar-r-rk of good ale. See the rings on the board, lads—I ha' my trademark!"

Peter Ballantine's taste in ale proved to be America's own—*more people get more enjoyment from Ballantine's Ale than from any other . . .*

AMERICA'S LARGEST SELLING ALE



Order **BALLANTINE'S ALE**

the "Handy" way

Copr. 1939, P. Ballantine & Sons, Newark, N. J.



HOLLYWOOD SENATORS, IN A REMARKABLE REPRODUCTION OF THE UPPER HOUSE, CROWD AROUND A SENATOR WHO HAS COLLAPSED AT THE END OF HIS ONE-MAN FILIBUSTER

MOVIE OF THE WEEK:

Mr. Smith Goes to Washington

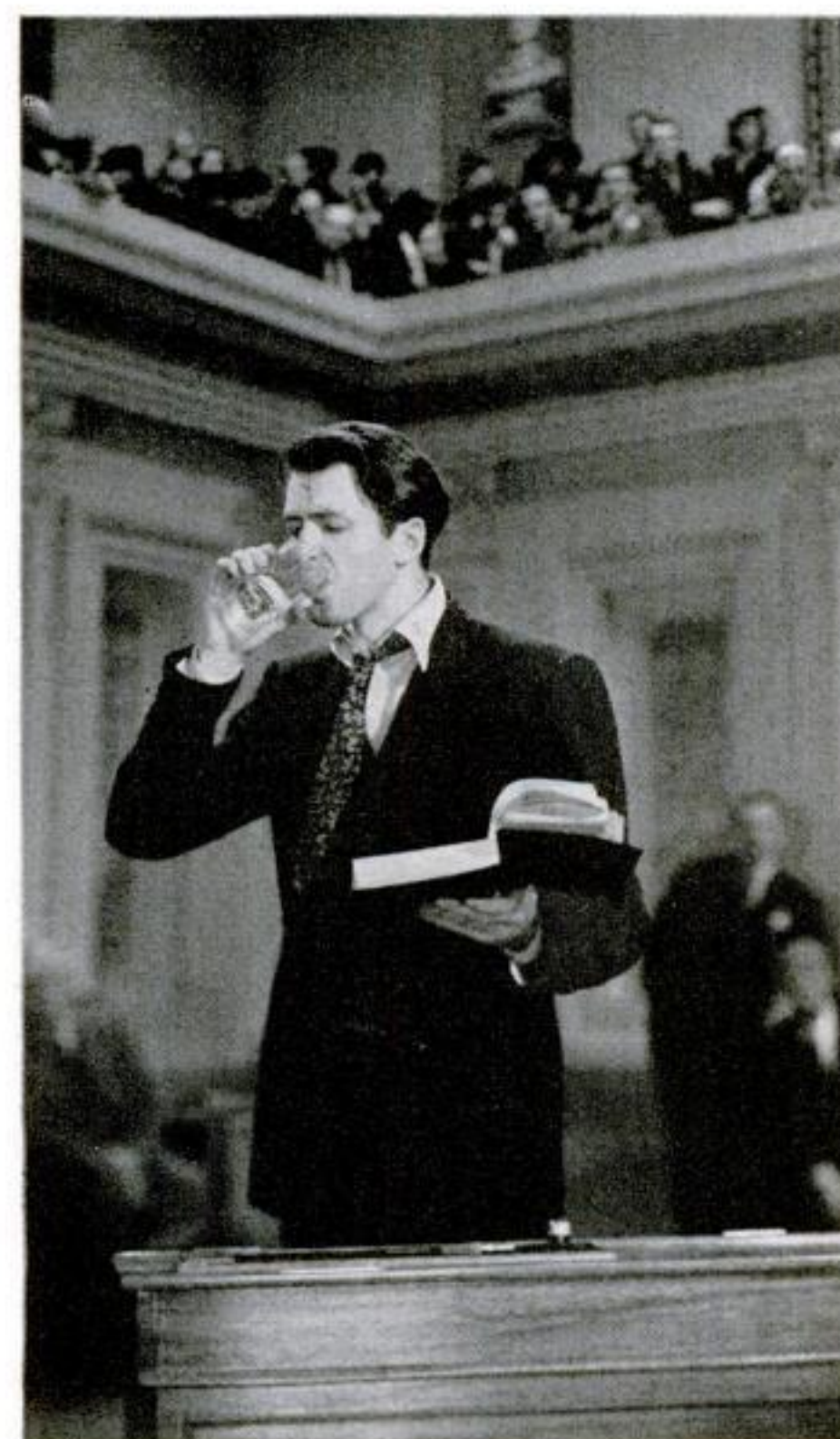
Hollywood stages an amazing reproduction of the Senate

In making pictures of Washington, politically timid Hollywood long confined its efforts to the eras preceding President Lincoln's assassination. Its few glances at the contemporary capital have been imaginative rather than reportorial, and unconvincing to anyone familiar with its scene. Now in Frank Capra's new picture, *Mr. Smith Goes to Washington*, the architecture, artifacts and anthropological curiosities of that city are recreated with almost fanatical authenticity.

Under the exacting critical eye of Mr. Capra's technical adviser (see p. 74), craftsmen built a full-scale reproduction of the Senate Chamber, complete to the last acanthus leaf and arabesque. Inkwells, desks, pencils, even the legislators themselves were painstakingly duplicated. No effort was made to find doubles for individual Senators, but with academic conscience Columbia's casting office calculated the proportions of the "average Senator" and filled its chamber with actors—each about 52 years old, 5 ft. 11 in. tall, 174 lb. in weight, with graying hair.

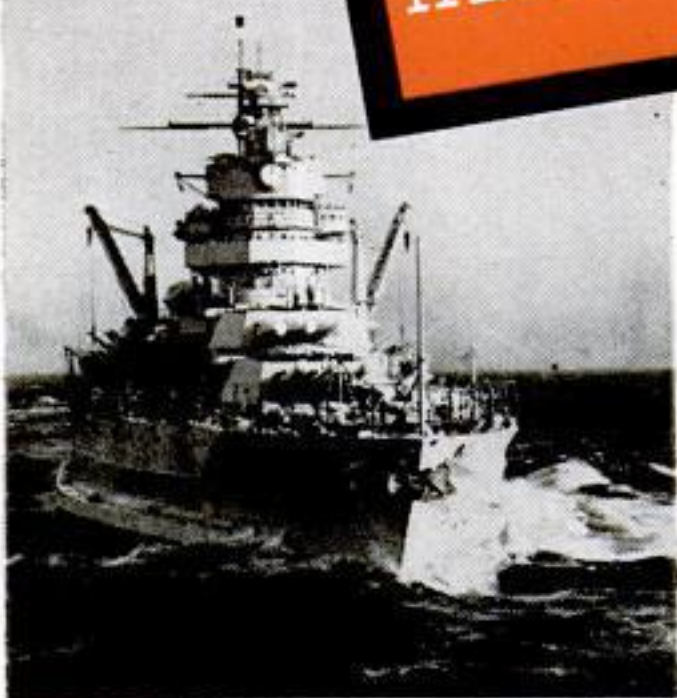
Against this impressive background is spun the story of young Mr. Jefferson Smith (James Stewart), who, appointed to a vacant seat by State politicians in need of a stooge, exposes grafters at home, successfully combats treachery and emerges from his difficulties a national hero. No great historic issues are involved. Graft is the villain, and the scenarists carefully avoid indicating either the grafters' home State (Montana in the original story) or the party to which they belong. The climax of the picture, during which Senator Smith faints on the floor and another Senator tries suicide, is probably as exciting as any single day's session of Congress since the British invaded Washington in 1814.

Mr. Capra is at his best with stories of nice but seemingly helpless young men braving the hazards of a cynical world (*Mr. Deeds Goes to Town*). In this, perhaps his last picture for Columbia, he has joined melodrama and background, Hollywood and Washington, fiction and fact, with spectacular success.



JAMES STEWART PLAYS A YOUNG GREENHORN SENATOR

What makes
a Battleship's
hide so Tough?

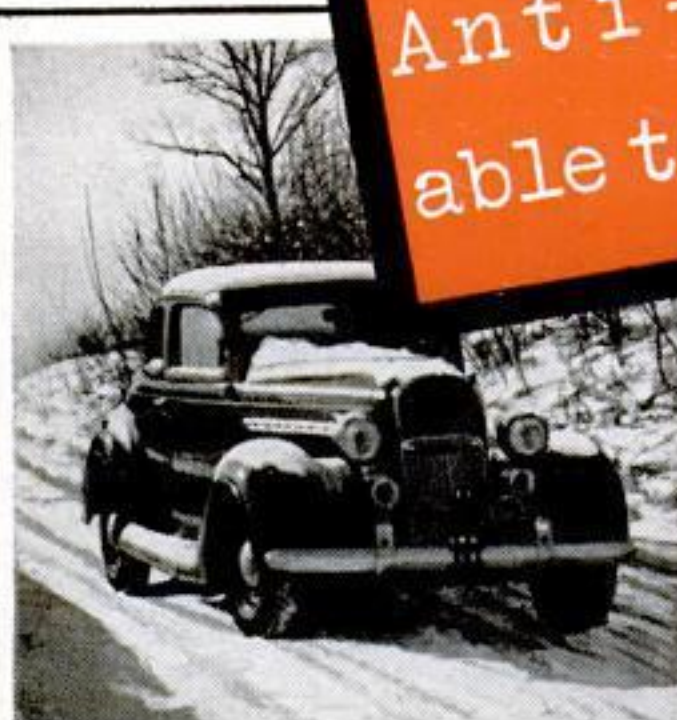


THE ADDITION of 5% nickel and chromium to the basic steel of armor plate gives dreadnaughts protection from direct hits by large calibre projectiles.



WITHOUT THIS VITAL 5%, a direct hit by a heavy shell would pierce the armor plate of any battleship... send it to the bottom of the ocean.

What makes an
Anti-Freeze
able to "Take It?"



IN THE MAKING of "Prestone" anti-freeze, *exclusive* and *vital* ingredients are added to highly refined and purified ethylene glycol. It is this addition which makes "Prestone" brand anti-freeze the world's finest winter protection for your car.



THIS ESSENTIAL PLUS constitutes only 3% of "Prestone" anti-freeze. But it makes the product *entirely different* from all other anti-freezes... makes it the safest, most dependable anti-freeze ever offered to the motoring public!

The **exclusive** ingredients that fortify the ethylene glycol in "Prestone" anti-freeze were developed after years of laboratory research... and after millions of miles of the toughest driving tests an anti-freeze can undergo!

"Prestone" brand anti-freeze contains **NO** alcohol... **NO** glycerine. It will not boil off. One filling lasts all winter long. There's no danger from fumes... no fire hazard. There's no foaming... rust clogging or leaking. "Prestone" anti-freeze cannot harm your car—or you. *Guaranteed in writing.* See your dealer today!



NEW LOW PRICE \$2⁶⁵ PER GALLON

The words "Prestone" and "Eveready" are registered trade-marks and identify products of National Carbon Company, Inc.

"PRESTONE" ANTI-FREEZE

Mr. Smith Goes to Washington (continued)



Governor "Happy" Hopper (Guy Kibbee) appoints Jeff Smith (James Stewart) of Boy Rangers to vacant seat in Senate. Politicians demanded some one obedient or dumb.



Utterly overwhelmed, Senator Jefferson Smith has to be led to his seat by a page boy. He had spent most of previous night looking at monuments around Washington.



In his first press conference, Senator Smith responds naively to the questions of cynical reporters. Here he demonstrates a birdcall to the delight of the photographers.

Senator Smith takes a journalistic sleighride

One of the best scenes in *Mr. Smith Goes to Washington* is that which shows the dazed young Senator in first encounter with hard-boiled correspondents. Photographers make him clown and reporters misinterpret his words. Unwittingly he reveals to them his pet project for a national boys' camp. Next day headlines roar: "SENATOR (RANGER) SMITH Demands More Common Sense, Less Law in Government"—"SMITH ATTACKS GOVERNMENT SPENDING: No Money Left for Boys' Camp"—"MAKES CAMP FIRE: SHOWS HOW HE'LL PUT THE HEAT ON CONGRESS."



THE SENATOR AS CHIEF RANGER



DEMONSTRATES SIGN LANGUAGE



HE IMITATES AN EAGLE'S SCREAM



THE CALL OF THE COMMON LOON



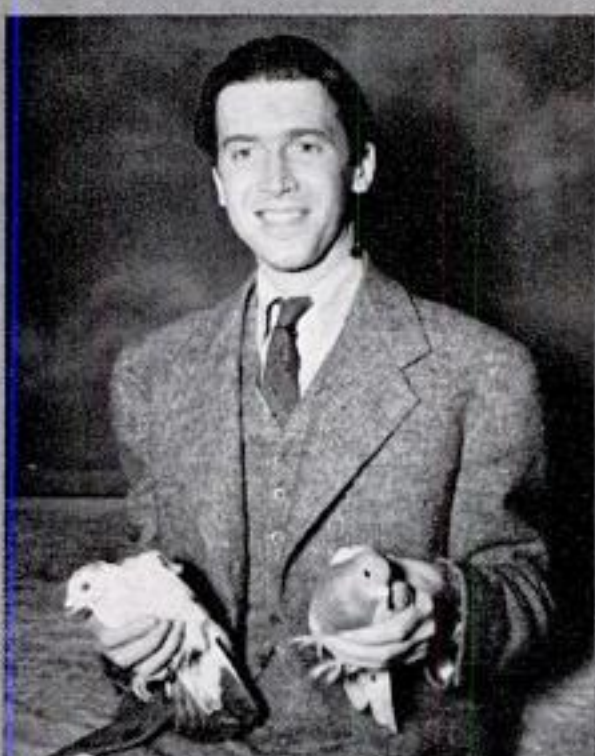
MR. SMITH SHOWS SKILL WITH AX



AND SMOKES THE PIPE OF PEACE

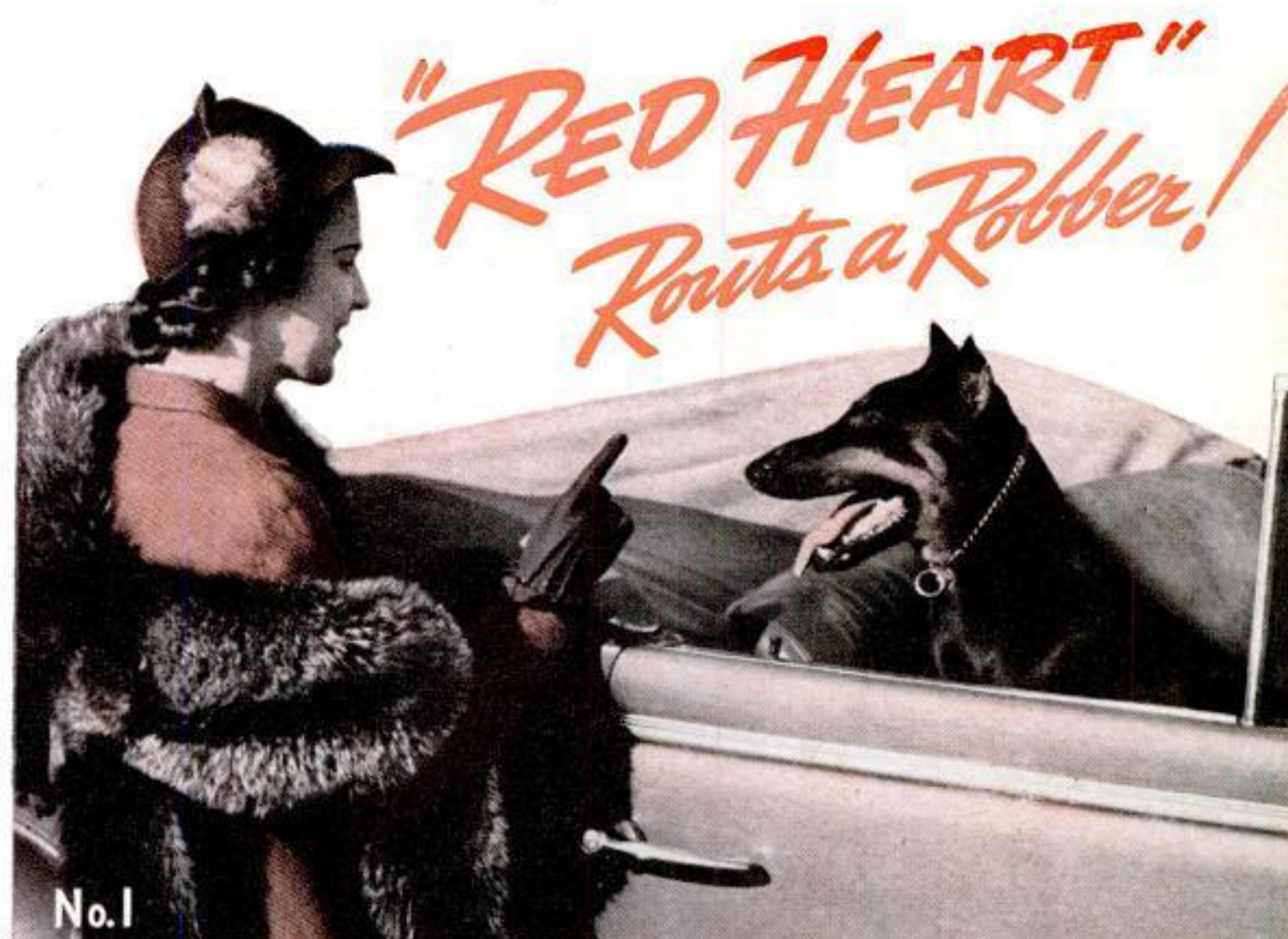


HE STARTS FIRE WITHOUT MATCH



AND EXHIBITS FEATHERED FRIENDS

CONTINUED ON NEXT PAGE



No.1

1. "Watch it, 'Red Heart'"—and Doberman pinscher faithfully guards this car because he has been trained to the job. "Only well-conditioned dogs can be well trained," says Michael

von Motzeck, famed Chicago trainer. "I myself feed vitamin-rich Red Heart. Its beef, fish, and cheese flavors, fed in rotation, help keep dogs physically and mentally alert."



No.2

2. A thief approaches. . . . Look how "Red Heart" stops the trainer's attempt to steal parcels. Any well-conditioned dog can be taught to guard owner's possessions—but teaching lessons of this kind is dangerous and should not be attempted by an amateur trainer. However, you can teach your dog many simple, useful lessons. Write for training rules.

3. How can you teach dog not to jump up on you? Von Motzeck demonstrates with champion "Lloyd's Beno Speckle." "As dog rises on hind legs to jump up on you, nudge him sharply on the chest with your knee, and throw his forefeet away from you. A dozen repetitions will make dog a gentlemanly greeter."

A dog's ability to learn is greatly influenced by his daily food. Red Heart—America's largest-selling dog food*—is the stand-by of many professional dog experts. This 3-flavor, top-quality food is made in a federally inspected plant from clean, wholesome meat and meat by-products, vegetable and bone meal, cereals, cod-liver oil, and Fleischmann's Irradiated Yeast. Laboratory-tested and kennel-proved.

Feed Red Heart 3-flavor Dog Biscuits too to help keep dog's teeth and gums healthy and strong. Order both from your grocer today! Tune in Bob Becker, NBC Red Network, Sundays, 3:45 to 4 p. m., E. S. T.

*According to national independent surveys



No.3

FREE Send today for copy of *Michael von Motzeck's Official Obedience Training Sheet*. Contains the exact rules actually followed at the famed von Motzeck Kennels where dog fanciers pay to have their dogs trained. Write John Morrell & Co., Dept. 410, Ottumwa, Iowa, for free copy.



Red THE 3 Heart
DOG FLAVOR FOOD

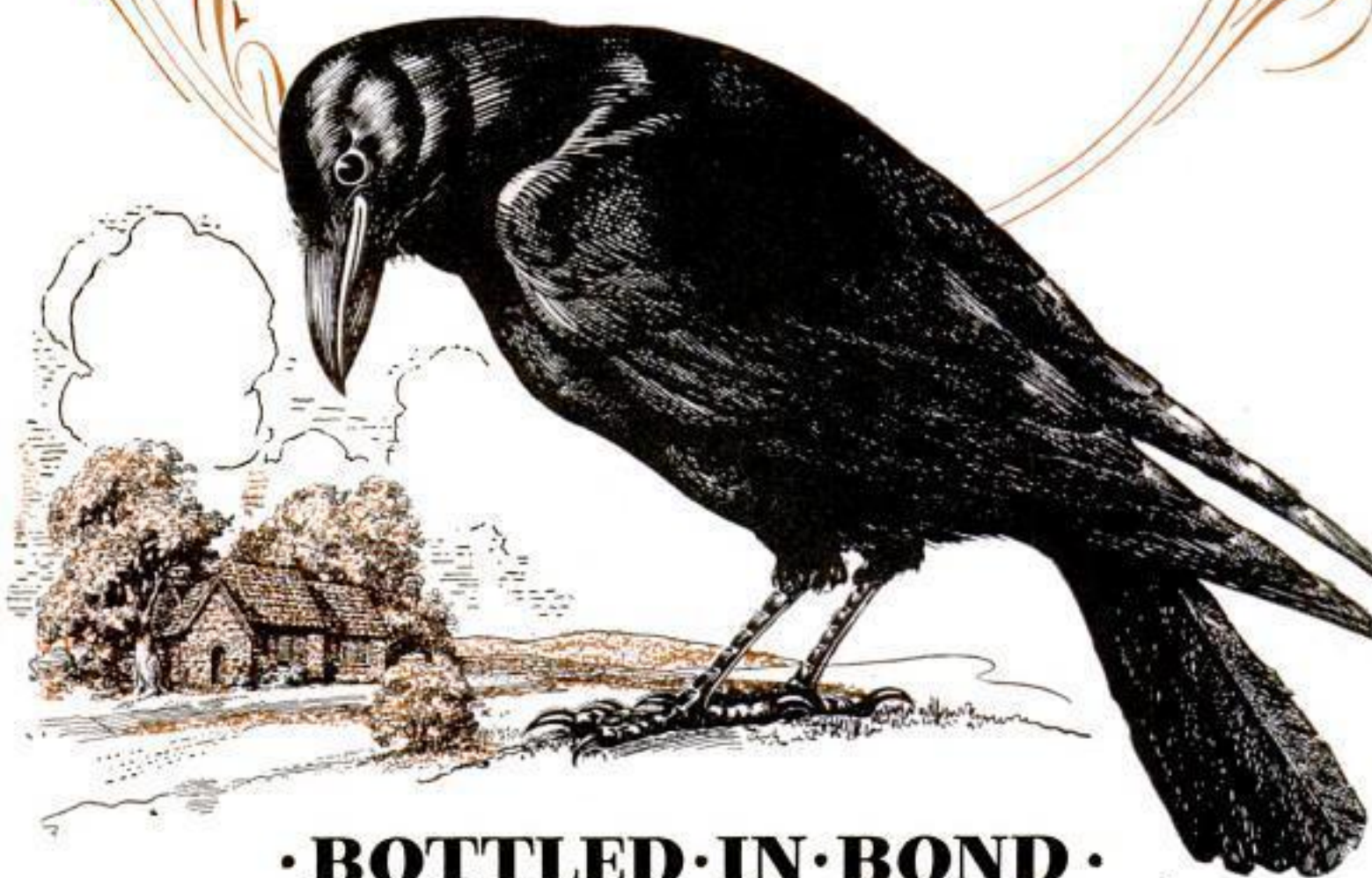
3 FLAVORS—BEEF...FISH...CHEESE—FEED IN ROTATION

OLD CROW



A
TRULY GREAT
NAME

*Among America's
Great Whiskies*



• BOTTLED IN BOND •

*Today, as for generations, Old Crow
continues to be the chosen favorite of those
who know and appreciate the finest.*

Your Guide to  Good Liquors

100 PROOF • COPYRIGHT 1939 • NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

Mr. Smith Goes to Washington (continued)



Discovering the press reaction to his interview of the day before, Senator Smith is enraged. Members denounce him on the floor as a publicity hound and fourflusher.



Storming into the Press Club, Smith slugs several reporters before he is overpowered. They tell Smith that, as a callow greenhorn, he got only what he deserved.



The Senator is lobbied by the daughter of the senior Senator from his State, who wants him out of way when a bill, containing graft for politicians at home, is read.



He starts a one-man filibuster when his senior Senator, trying to cover up his own guilt, makes counter-charges against his junior colleague. Senators walk out on him.

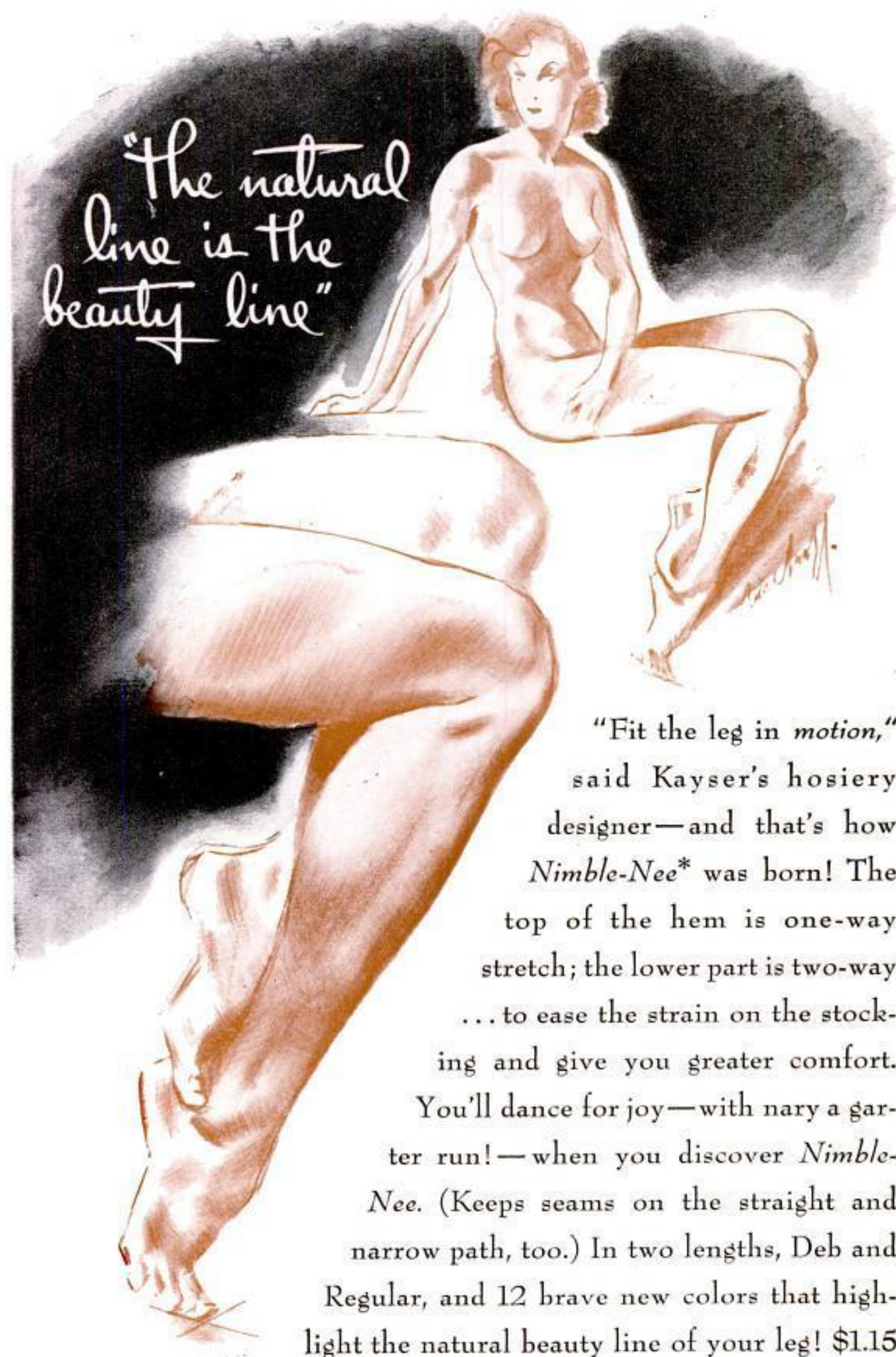


Swamped with wires demanding he resign, inspired by corrupt press back home, Smith defends himself valiantly. He invokes quorum rule to keep Senators at desks.



Advice from the gallery is shouted by his faithful secretary (Jean Arthur). Weak with fatigue, Smith prolongs the filibuster while allies at home try to clear his name.

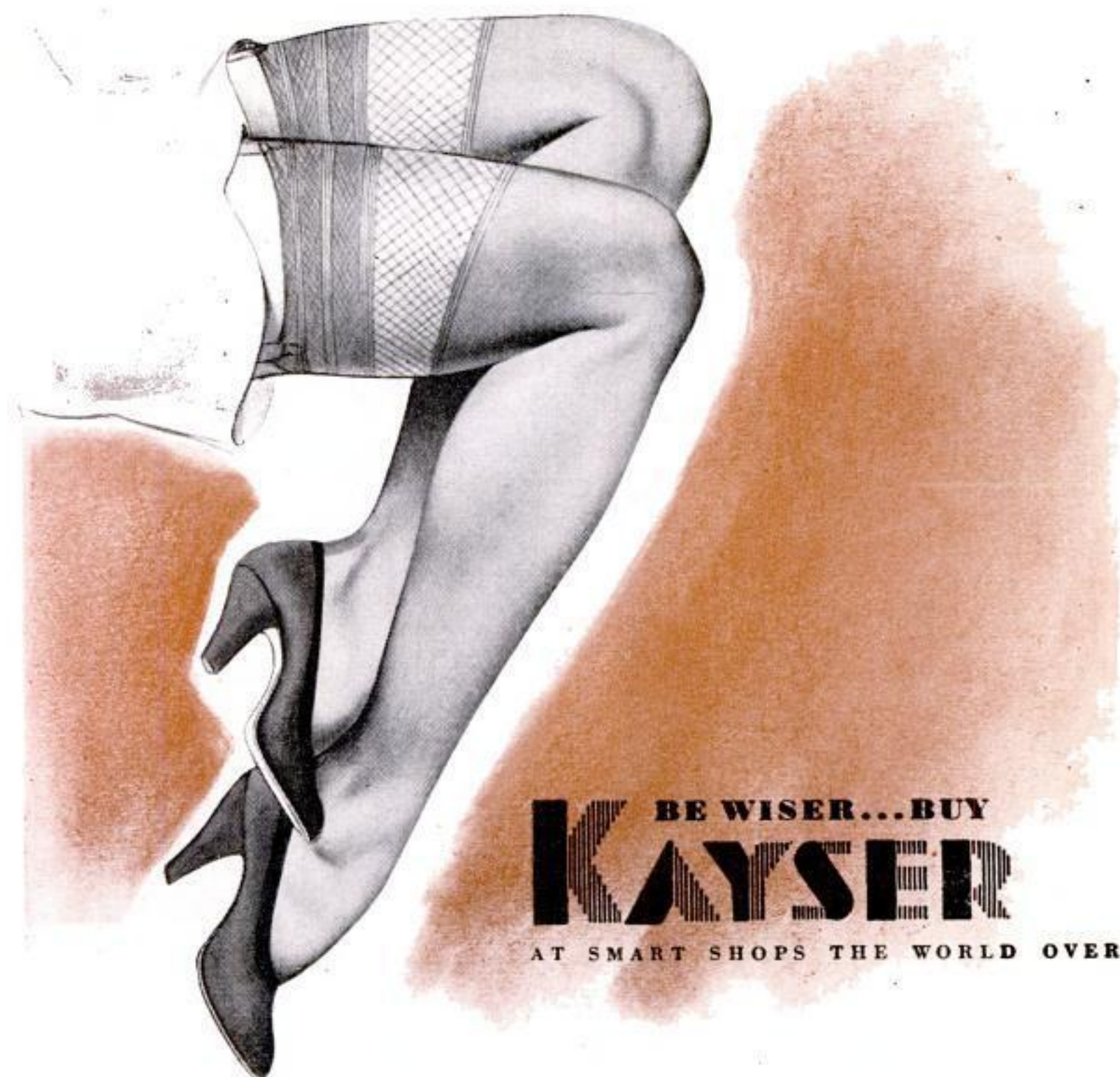
CONTINUED ON NEXT PAGE



"The natural line is the beauty line"

"Fit the leg in motion," said Kayser's hosiery designer—and that's how *Nimble-Nee** was born! The top of the hem is one-way stretch; the lower part is two-way ... to ease the strain on the stocking and give you greater comfort. You'll dance for joy—with nary a garter run!—when you discover *Nimble-Nee*. (Keeps seams on the straight and narrow path, too.) In two lengths, Deb and Regular, and 12 brave new colors that highlight the natural beauty line of your leg! \$1.15

*Trade-mark



BE WISER...BUY
KAYSER

AT SMART SHOPS THE WORLD OVER

Woman Executive Finds Simple Effective Way to Retard "Age Signals"

Discovers the Special Formula Cream that helps thousands combat Dry Skin, Tired Lines, Throat Sag



Beware "Age Signals" at the ★★ corners of the eyes and mouth! ★ Guard against crepiness under the chin! ★ Watch out for skin "parch"!

IT'S A UNIVERSAL opinion that 30 to 40 is the age of woman's greatest charm... But it's also the age when neglected skin may begin to show deterioration.

On the candid camera photo of Mrs. Viola Smith are starred the vital areas where thieves of skin freshness first appear... The corners of the mouth and eyes; below the chin lines; on the cheeks.

Elmo's advice to Mrs. Smith—and to every woman who dreads the sight of these age signs is: Retard them as thousands are doing—with the cream that has been expressly formulated for you women over 30—*Elmo Special Formula Cream*! It's your cream—daintily fragrant, a highly effective lubricant! Massage nightly with Special Formula to help stimulate, freshen, smooth *your* skin!



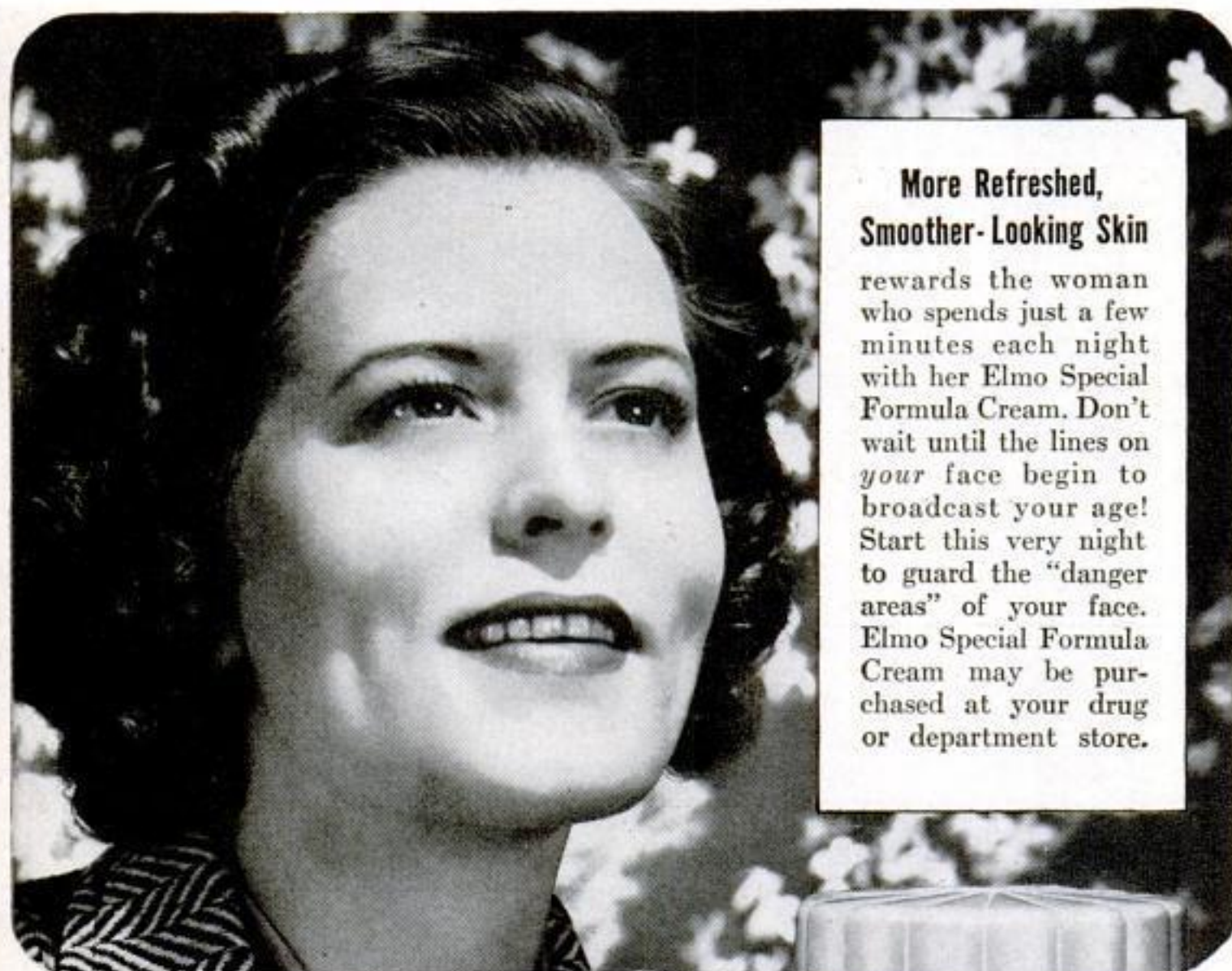
For Squint Lines—gently pat Special Formula Cream around the eyes, toward the bridge of the nose.



For Mouth Corner Droop—Massage upward with Special Formula, with a firm thumb and index finger.

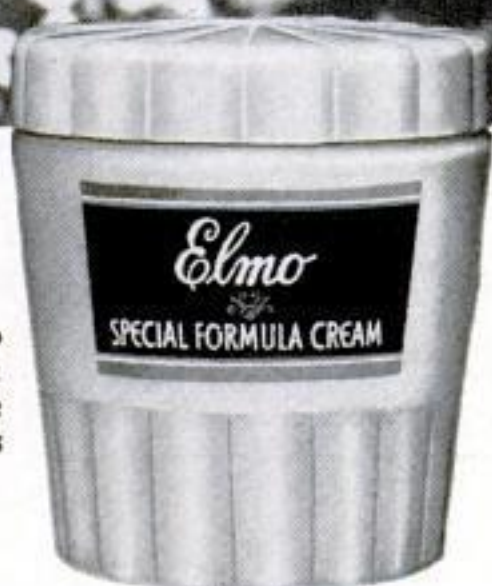


For Dry Skin and Under Chin Sag—Briskly spank Special Formula into your cheeks, under your chin.



More Refreshed, Smoother-Looking Skin

rewards the woman who spends just a few minutes each night with her Elmo Special Formula Cream. Don't wait until the lines on *your* face begin to broadcast your age! Start this very night to guard the "danger areas" of your face. Elmo Special Formula Cream may be purchased at your drug or department store.

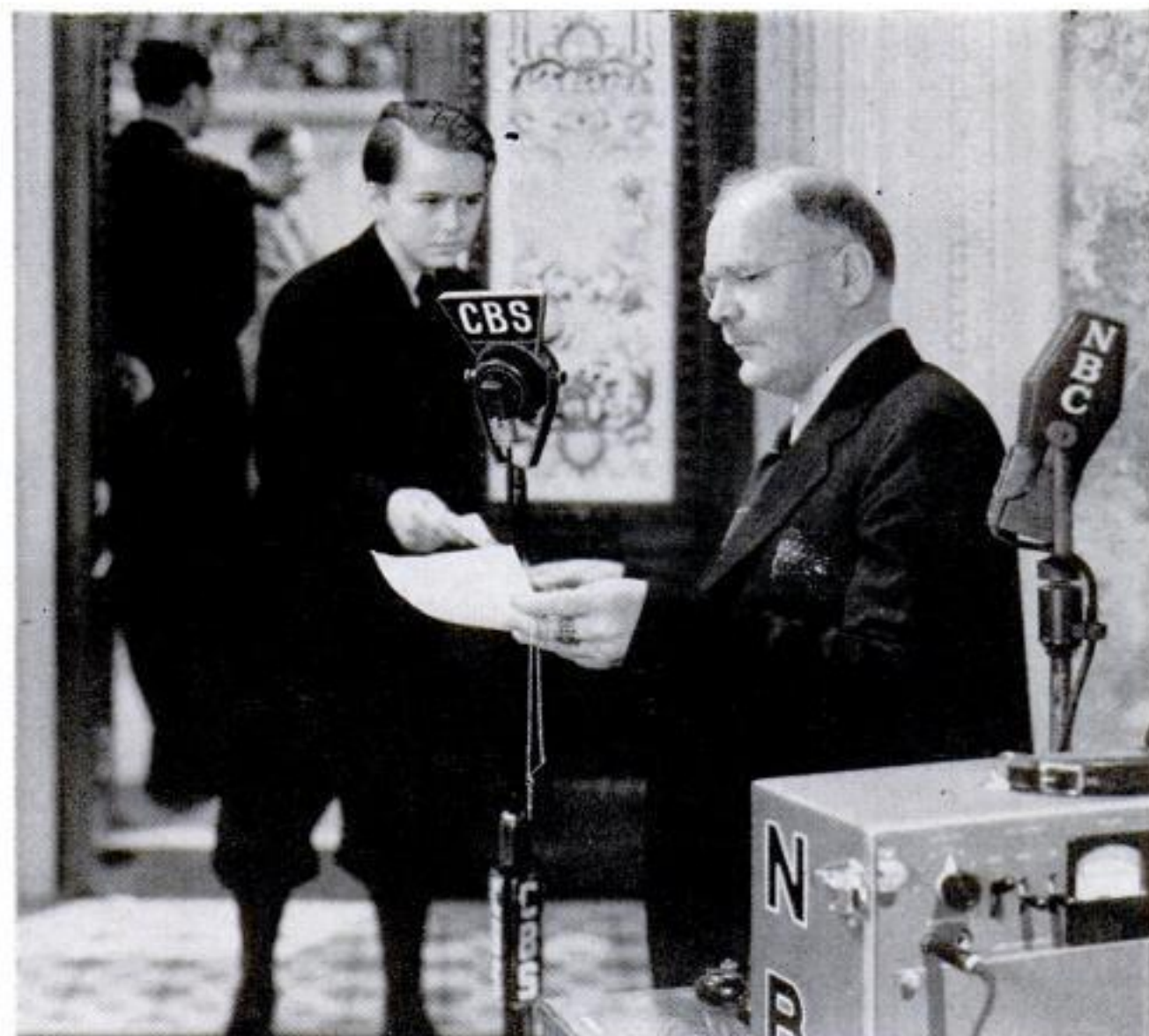


LIMITED TIME OFFER!
\$200 Value for \$100

Here's a grand opportunity to see how beautifully Elmo Special Formula Cream can help your skin to softer charm and fresher loveliness! For a limited time, you can buy the big jar for which thousands in their charming 30's and 40's gladly pay \$2—for only \$1. Better get a supply today!

ELMO COSMETICS
PHILADELPHIA • SAN FRANCISCO

Mr. Smith Goes to Washington (continued)



H. V. Kaltenborn reports Smith's sensational filibuster to radio public. To make this sequence, Kaltenborn flew to coast, worked one day, flew back to New York.



Climax of filibuster comes when Smith turns to Senator Joe Paine (Claude Rains) who betrayed him, begs him in the name of their old friendship, to tell the truth.



After 23 hours of oratory, Smith collapses. Senator Paine, remorseful, slips into coat-room and tries to shoot himself. Seized, he confesses treachery. Smith is cleared.



The Senate in Washington is shown in session early this year as Vice President Garner administered the oath of office to Oklahoma's Senator Elmer Thomas.

Hollywood's Washington is an extraordinary likeness based on fine technical research

To film *Mr. Smith Goes to Washington*, craftsmen built 43 sets covering 26,000 sq. ft., re-creating the nation's capital from Lincoln Memorial and Union Station to Congressional committee-rooms and offices. Most elaborate single set was the Senate Chamber which cost \$100,000 and took 125 men six weeks to build.

Before work started Director Frank Capra visited Washington and shot 5,000 ft. of film. His quest for Capitol blueprints touched off a minor spy scare. To many of his questions, Washingtonians responded: "You'll have to ask Jim Preston about that." So persistent was this suggestion that Mr. Capra finally hunted up James D. Preston who for 33 years was superintendent of the Senate Press Gallery, is now assistant administrative secretary of the National Archives. An enthusiastic antiquarian, Mr. Preston proved himself such an astonishing mine of information that he was hired as technical adviser for the film.

In Hollywood Jim Preston insisted that every detail of Washingtoniana be authentic. Busts of Vice Presidents in the Senate gallery were reproduced with plaster casts. Bills and printed forms used were actual Senate documents brought from Congress. He saw to it that the Senate clock was padlocked (to keep pages from shoving the hands forward) and that the desk of Senator Jefferson Davis bore the gash made by the bayonet of a Union soldier during the Civil War. Above you see the real Senate in Washington. Below: the Senate of Messrs. Preston and Capra.



The Senate in Hollywood is shown during an exciting interlude in "Senator Jefferson Smith's" filibuster. Note the remarkable duplication of desks and paneling.

CONTINUED ON NEXT PAGE

The Finest G-E Radio Ever Offered For So Little

*More Top-Priced Features
More Performance
More Value*



*Let Your Eyes
And Ears Decide!*

A GREAT BARGAIN BUY



● New 1940 G-E Model H-600—Built-in Beam-a-scope—Dynamapower Speaker—6 Tubes—Standard Broadcasts—550-1600 kc.

NEW G-E CARRYABOUT



● Model HB-504—AC-DC or battery operation. Smart new portable. Can be operated anywhere. 5 tubes. Super-Heterodyne. Standard broadcasts. Dynamapower Speaker.

Built for Television

● The G-E Television Audio and Phonograph key (standard equipment on the new 1940 General Electric Radio) supplies the "voice of television" through the radio loud-speaker—when used in conjunction with any G-E Television Picture Receiver.

Only G-E Has The Exclusive BEAM-A-SCOPE

No Aerial—No Ground—Quieter, Finer Reception

THIS new 1940 G-E Console Model (H-116) sets a new standard in smart styling—in super-performance—in more-for-your-money value. It brings you all the newest and best deluxe features and engineering improvements at a price millions can afford.

Only G-E gives you all these great radio features: The new Super Beam-a-scope—(no aerial, no ground wires. A G-E first—widely imitated but still unequalled). New 14-inch Dynamapower Speaker. New Sight Angle Visualux Dial. New Super Powered Chassis. New Floodlighted Station Finder. New Drift-Proof Station Setting. New Feathertouch Tuning.

If you want to know who leads in values this year—visit your nearest G-E Radio Dealer. See and hear the new 1940 G-E Models. Then—let your eyes and ears decide.

Liberal Trade-in Allowances, Easy Terms
For Replacements Specify General Electric Pre-Tested Tubes

The Radio With The Big Plus + Value

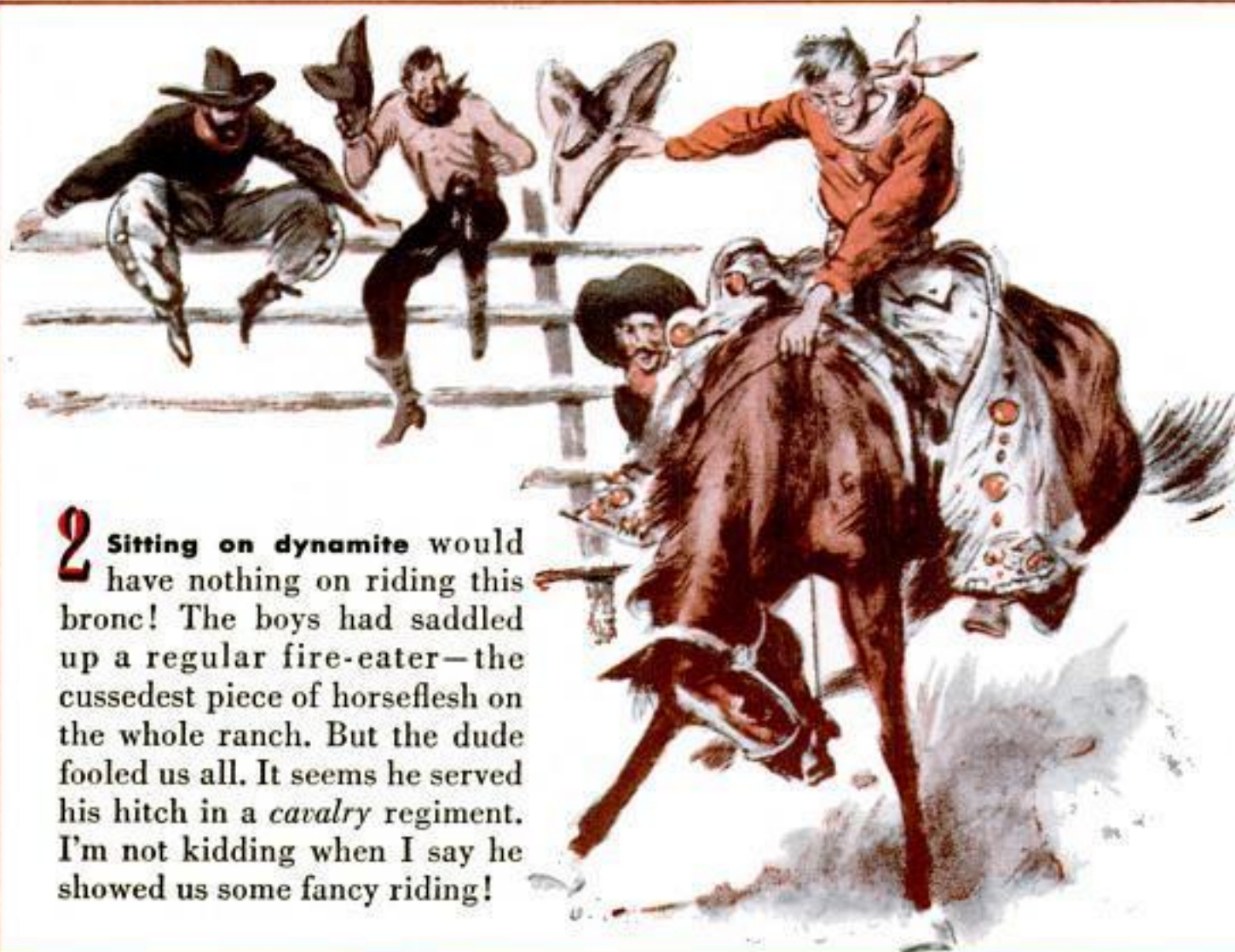
GENERAL  ELECTRIC

Ride Him Tenderfoot!



1 I felt sorry for the dude when he came out to the corral to ride on his first day at the ranch. He'd bought a fancy Western outfit back East—and

was embarrassed when he saw real cowboys didn't dress that way. But I couldn't help snickering as he mounted a tough-looking bronco.



2 Sitting on dynamite would have nothing on riding this bronc! The boys had saddled up a regular fire-eater—the cusseddest piece of horseflesh on the whole ranch. But the dude fooled us all. It seems he served his hitch in a cavalry regiment. I'm not kidding when I say he showed us some fancy riding!



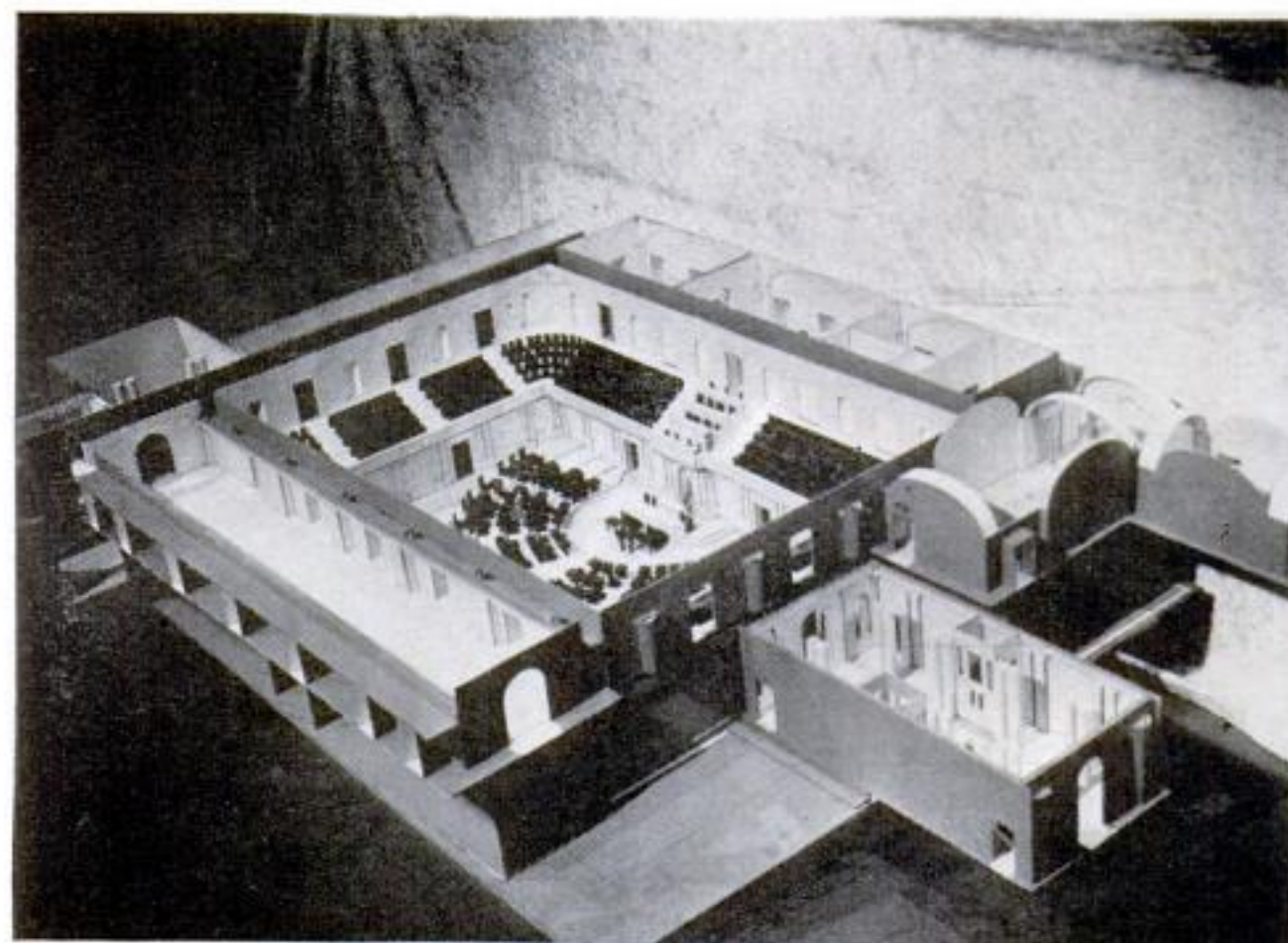
3 We sure got a kick when he broke that bronc! And when he suggested we Double Our Enjoyment with the whiskey with No Rough Edges, I said: "You may look like a tenderfoot, but any fellow who can ride as smooth as that—and knows smooth whiskey like TEN HIGH...well, put 'er there, pardner!"

Double your enjoyment with
TEN HIGH

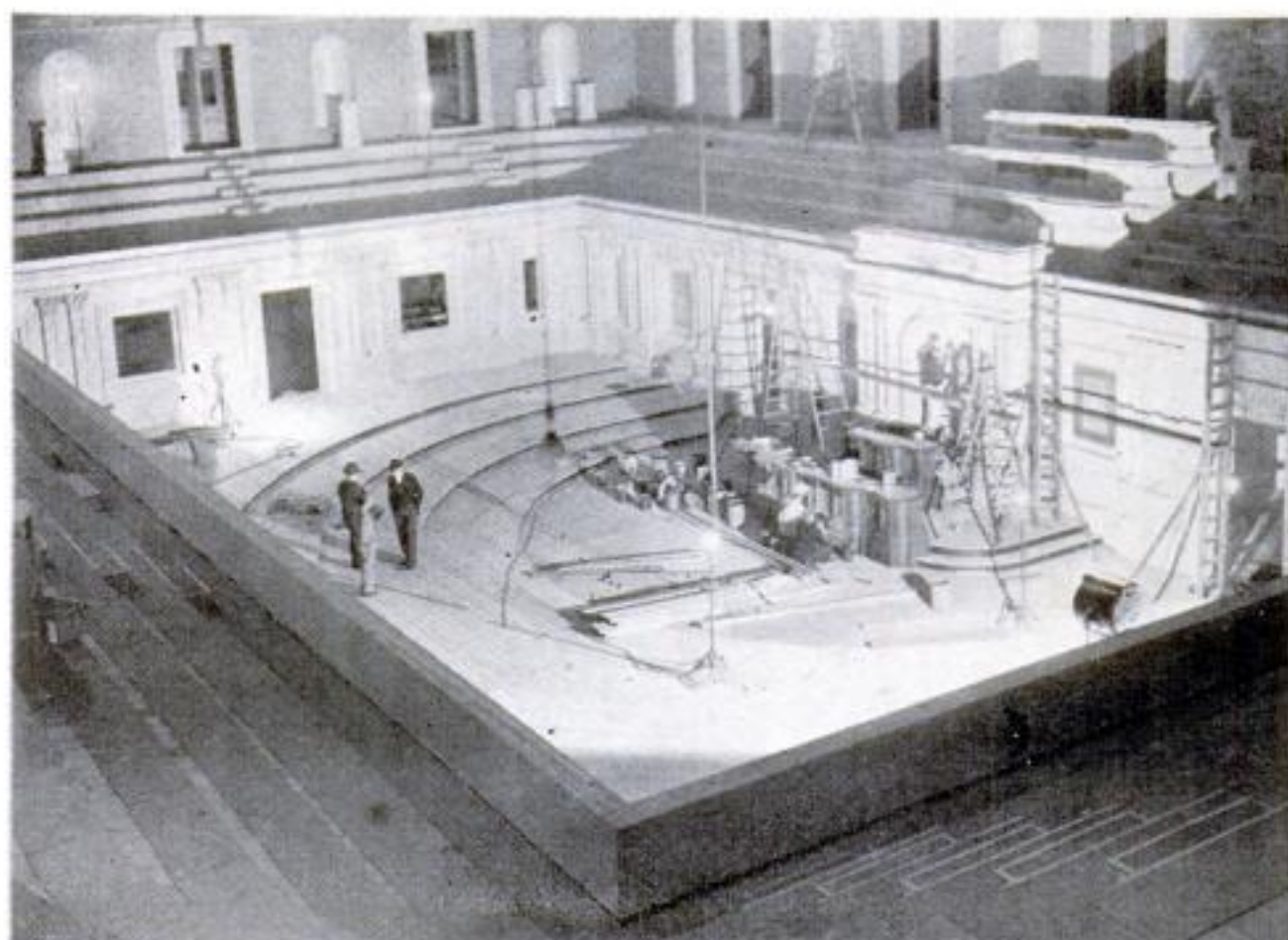
STRAIGHT BOURBON WHISKEY ☆ STRAIGHT RYE WHISKEY
90 proof. Hiram Walker & Sons Inc., Peoria, Illinois



Mr. Smith Goes to Washington (continued)



A scale model of the Senate wing was constructed from blueprints. Included besides the main chamber were reception rooms, press room, coatrooms and suites.



The Senate set was six weeks a-building. Ordinarily a film studio can save time and money by dipping into "stock." But no authentic Washington "stock" existed.



Creators of Senate were Jim Preston, government archivist (right) and Columbia's art director, Lionel Banks. Mr. Preston has been in government service since 1897.



GUN IT! Here's new flashing pick-up—from 15 to 50 MPH in less than 13 seconds flat, high gear. Ride without coats, even in zero weather; new Nash Weather Eye gives you *automatically* fresh conditioned air.



FARAWAY PLACES are easy trips with Nash's Arrow-Flight Ride. You never felt such gliding ease—it's a *new* exclusive combination of individual front wheel springs, with giant shock absorbers in back.



CHOOSE ALL OUTDOORS for your overnight stops with your Nash convertible bed, ready in five minutes. Nash dealers everywhere (over 1800) are ready to serve you. Nash long life assures higher resale value.

Some Sweet Day

SOMETHING tells you that day has come at last.

For up to your house silently glides the most beautiful car you ever laid eyes on . . . long and lithe and radiant as a sixteen-year-old in her swim suit!

Your hands fairly itch to get at the wheel. But *hold on tight*—you're going on a Nash Arrow-Flight ride! And nothing you know now can prepare you for it.

A tap on the throttle . . . three flicks of your finger—and your tail-light winks good-bye to a dull and boring life.

Then things happen—*fast*. A click—a swoop that trades your wheels for wings, and you're ghosting down the road.

It's a Fourth Speed Forward, with something new . . . the Nash Automatic Overtake. Nudge that throttle and *whoosh*, you get terrific new passing power!

And now for a new thrill! A bumpy stretch of road makes you grab for the wheel. But—your Nash dances over without a questioning quiver from below.

Smooth and straight, without weaving or hesitation, you shoot forward on your

way like an arrow from an archer's bow.

Perhaps you wonder why you don't hear or feel the cold blustery wind lashing the trees outside.

Then you discover those annoyances can't happen here. For that new Weather Eye system delivers weather "as you like it" . . . and cold, noise, dust and drafts can be forever shut out.

So you aim that proud hood into the setting sun, turn on the Sealed Beam lights.

From now on, you're traveling in a perpetual springtime . . . sleeping at night in your Nash convertible bed . . . seeing all, doing all there is to be done.

. . .

Never was the fare to the Seven Seas of Adventure as low as it is today.

Many Nash models are priced next to the lowest . . . powered by the exclusive Nash engine that won Gilmore-Yosemite economy honors in its class with 21.25 miles per gallon.

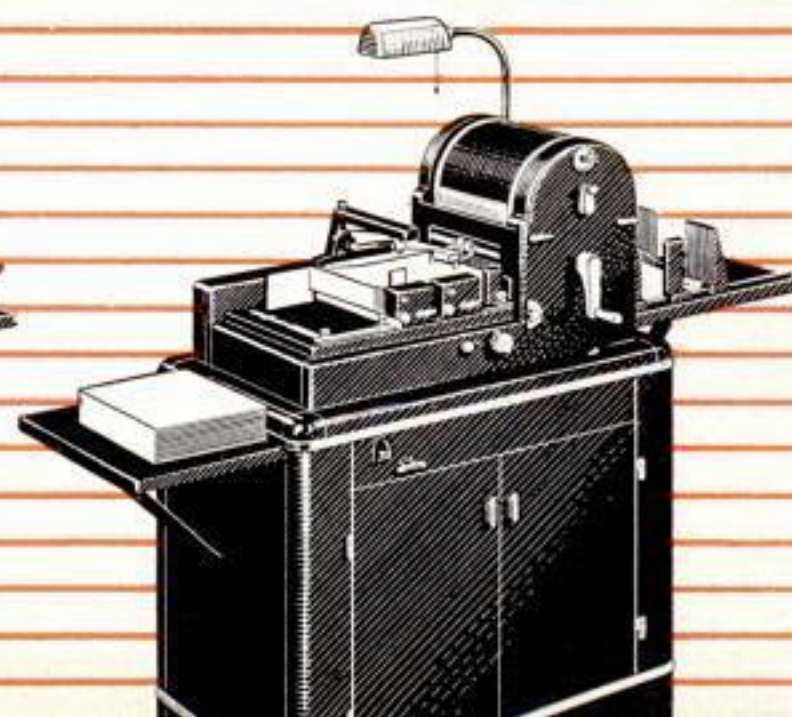
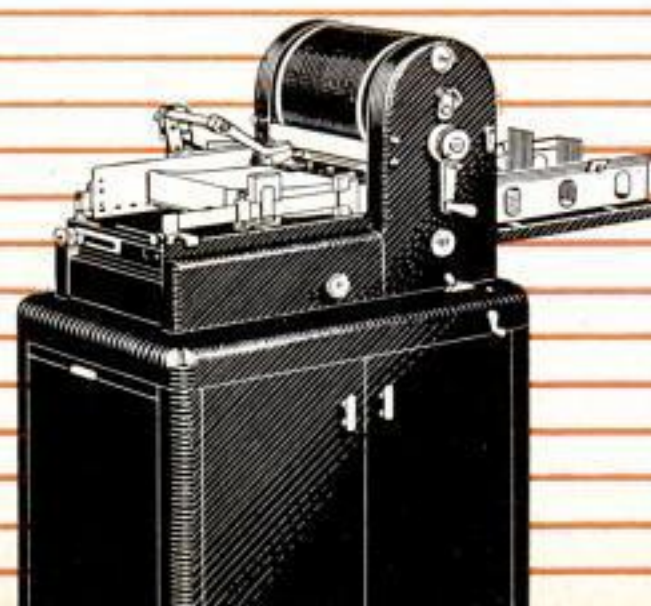
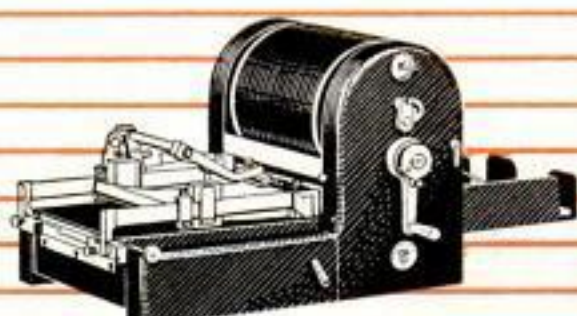
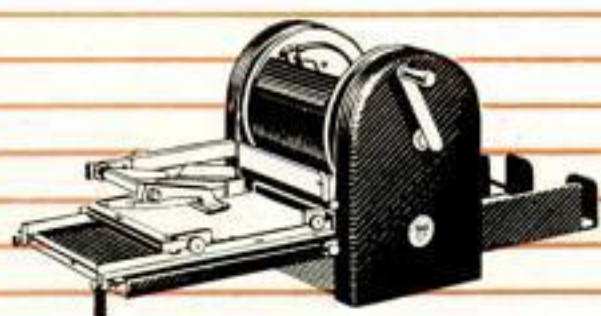
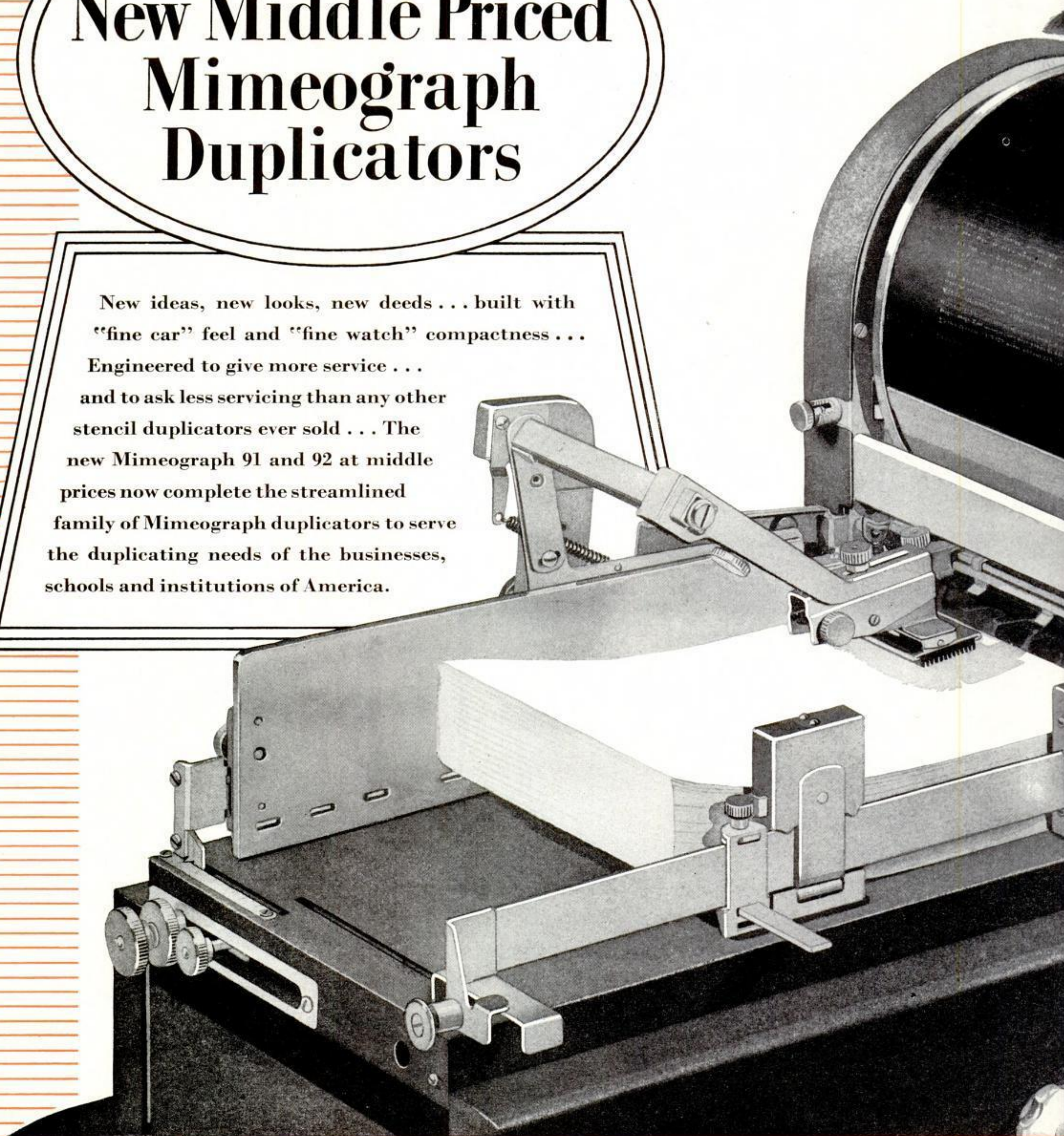
So why wait forever for that "sweet day"?

Trade in your old car on a new Nash now—be out of town tonight!

Again... **NASH**
IT'S THAT NEW

Now Ready! New Middle Priced Mimeograph Duplicators

New ideas, new looks, new deeds . . . built with
"fine car" feel and "fine watch" compactness . . .
Engineered to give more service . . .
and to ask less servicing than any other
stencil duplicators ever sold . . . The
new Mimeograph 91 and 92 at middle
prices now complete the streamlined
family of Mimeograph duplicators to serve
the duplicating needs of the businesses,
schools and institutions of America.



In the key of tomorrow for business today—A complete streamlined family of Mimeograph duplicators ready to go to work for any business, growing or big. For any school, large or small. For any institution, local or national. From the low-priced Mimeograph 90 (shown at left above) then gradually on up through the new 91 and 92 to the Mimeograph 100 (at extreme right).





Something to see a Mimeograph distributor about!

The simplest, easiest, most efficient way of feeding in blank paper and turning it out "vitalized"—that's the modern principle behind these new duplicators. You, your secretary or your office boy can run them and turn out fine, professional jobs.

Simplest because almost-human mechanical "fingers" push paper into the duplicator, at just the right speed, with just the right force and with just the right "bend". The paper is then continuously gripped and held in exact position until its journey is finished and it lies in the receiving tray with its clear, crisp message.

Easiest because the operator merely loads up

the feed table, adjusts its level and turns on power. (In hand-operated models the crank turns as easily as a pencil sharpener.)

Easiest, too, because red control buttons are so quick to spot and dark brown finish is restful to the operator's eyes.

Most efficient—not for a day, but for years. New engineering principles produce greater efficiency and strength with hundreds fewer parts.



A brief demonstration from the Mimeograph distributor in your city will give you the highlights of these finer-engineered, finer-performing duplicators. A. B. DICK COMPANY, CHICAGO.

(Illustrated) NEW MIMEOGRAPH 92, just introduced

Mimeograph

MIMEOGRAPH IS THE TRADEMARK OF A. B. DICK COMPANY, CHICAGO, REGISTERED

IN THE U. S. PATENT OFFICE

Copyrighted material

Dobbs



TEAL

"Field & Stream"
Gamebird Mixtures



THE HAT FOR TOWN AND FIELD

The virile good looks of a Dobbs Gamebird Mixture is something no other hat has . . . or can have. It is born of a new Dobbs discovery — a new way to blend finest furs into new original colorings and rich-textured felt. This new Dobbs is on the slightly rough side — and you can treat it as rough as you like. Triple stitched edge, and a felt band, set off by a cocky gamebird pin — are the final touches of masculine adornment. A complete range of beautifully blended mixtures including Mallard, Teal and Grouse make these Dobbs Gamebird Mixtures perfect complements for rugged wear — business as well as sport.

GROUSE

\$7.50

With Cavanagh Edge . . . \$10

MALLARD

Dobbs

New York's Leading Hatters

FIFTH AVENUE • PARK AVENUE



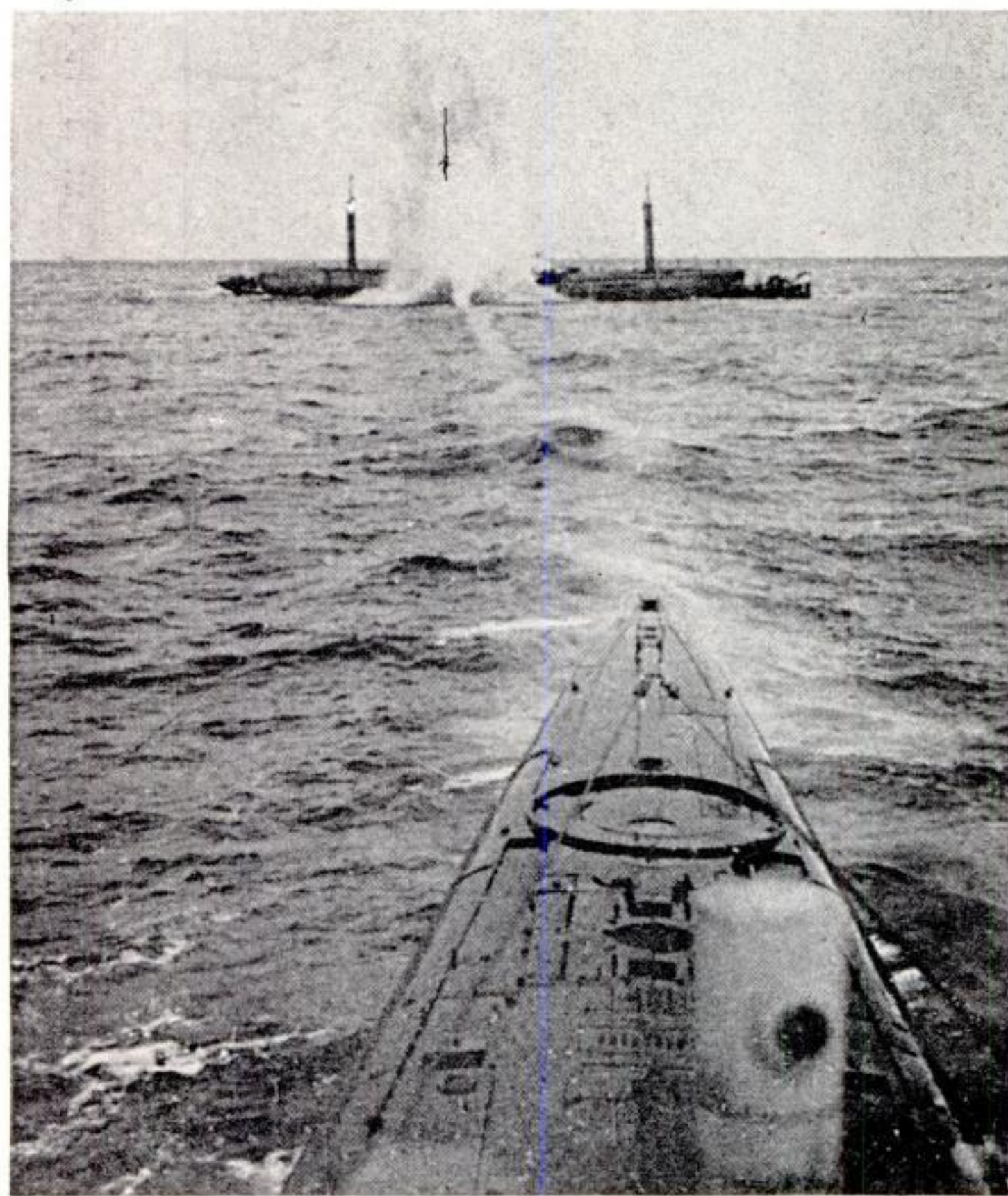
A V A I L A B L E I N F I N E S T O R E S E V E R Y W H E R E



A flotilla of 250-ton coastal submarines of the German fleet submerges in the North Sea twilight. When running through

anti-submarine-net areas, they lower periscopes and the clearing wires slide them through. These submarines make 13

knots on the surface, seven knots below on electric motors, carry three torpedo tubes and probably about six torpedoes.



THE U-25 TORPEDOES A MERCHANTMAN IN WORLD WAR

WAR ON U-BOATS

BRITISH FIGHT SUBMARINES LIKE INDIANS

The submarine is Germany's traditional weapon in the war against Britain for control of the seas. The Reich now has about 30 coastal submarines (costing about \$2,000,000 apiece), 25 bigger, 500-ton submarines that can make 5,000 miles and 15 cruiser submarines that make 8,000 miles. The U-35 shown on the cover of *LIFE* is a 500-tonner which last week sank the Greek steamer *Diamantis* and courteously ferried 28 survivors to the coast of County Kerry in Ireland.

Such behavior is possible only before the real war on U-boats has begun. Last week U-boats sank only 800 tons of British shipping, probably because they were not trying. In the World War a total of 371 German submarines, of which 178 were lost and of which no more than 60 were ever at sea at the same time, sank 11,189,000 tons of merchant shipping.

Britain's war against U-boats takes much the same forms as Indian-fighting learned by Tommy Atkins on India's Northwest Frontier and in the Near East. The most effective, cumbrous and expensive defense is armed protection of all business in Indian territory (the convoy system). This semi-paralyzes business and wastes the armed forces. The second is to besiege and blockade the enemy in his strongholds (mine fields and patrols). Another is to lure him out into ambush (the Q-boat). Modern science has produced a fourth way of tracking him down and destroying him. This is done by patrol boats with their hydrophone apparatus and by planes with depth bombs. But against hydrophones a submarine can lie quiet, and against planes a submarine is invisible in murky coastal waters. These methods are shown and explained on the following pages.

A train of merchantmen zigzags across the Atlantic Ocean in wartime to confuse the torpedo aim of a far-wandering

U-boat. Since few such are likely to appear more than 400 miles off the British coast, the British destroyers for the con-

voy have not yet appeared. But this would be a choice bag for a sea-raiding German cruiser, such as the *Admiral Scheer*.



ENGLAND GUARDS ITS SEA LANES

WAR ON U-BOATS USES SHIPS,
MINE FIELDS, PLANES, BOMBS

by MAJOR GEORGE FIELDING ELIOT

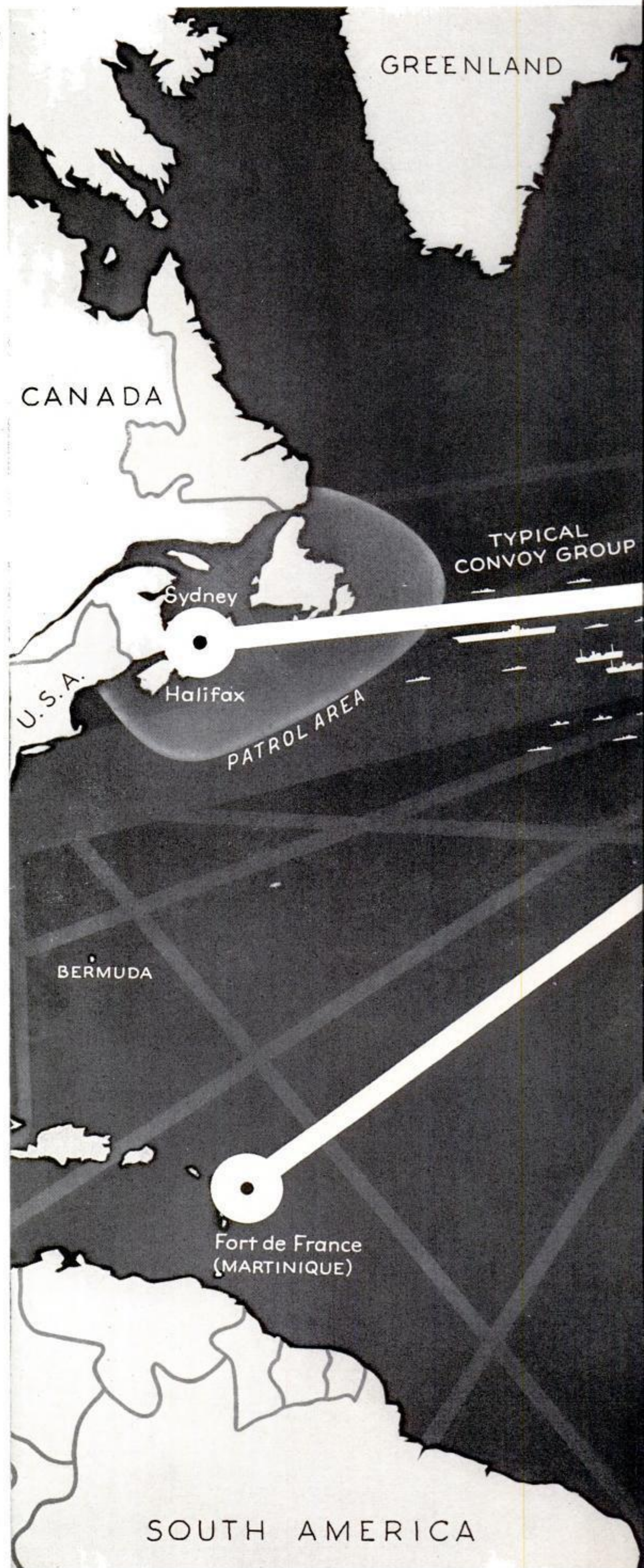
There is perhaps no phase of modern warfare in which the lessons of the last War are of such value as in submarine operations—and, of course, anti-submarine operations. The submarine's chief value was as a commerce destroyer, and so employed by Germany it came uncomfortably close to winning a decisive victory over Great Britain, whose most vulnerable point, then as today, is her sea-borne traffic. If her sea lanes can be cut, or even seriously interrupted, Britain cannot go on fighting.

Of three principal anti-submarine methods, patrol involves the use of small, fast surface vessels—destroyers, sub-chasers, gunboats, armed yachts and other types—whose principal weapons against the submarine are the hydrophone, quick-firing gun and depth charge. Sometimes submarines are used to hunt submarines. Patrol vessels cover narrow waterways through which submarines must pass or focal areas of trade where they are likely to be encountered. A special method of patrol is the use of Q-boats—disguised merchantmen who invite submarine attack only to unmask guns and depth charges when the submarine has come close enough to make them effective. Airplanes and blimps are also used for anti-submarine patrol duties.

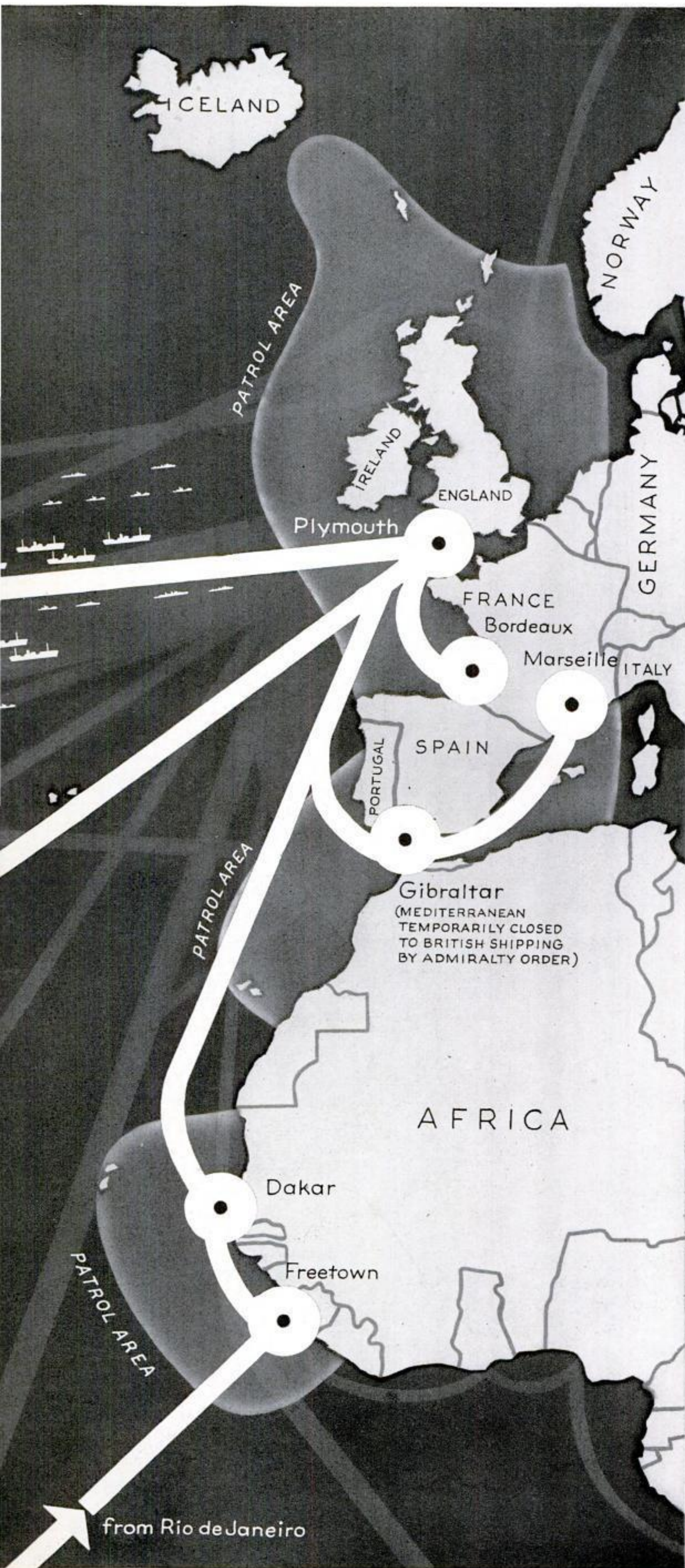
The most effective method of "stopping the holes"—that is, depriving the submarine of the use of its bases—is the mine. The laying of mine fields involves the use of many small vessels and constant watchfulness to prevent the enemy from sweeping channels through the mine field. Another method of "stopping the holes" is, of course, direct attack upon U-boat bases, usually by a combination of air, land and naval forces as in the British attack on Zeebrugge on April 22, 1918.

Convoy consists in passing merchant vessels through submarine-infested zones under armed escort. In order to make an economical use of the available escort vessels, the merchant vessels are assembled in groups at predetermined convoy assembly points and when safely brought to port the escort turns around and takes out a train of outward-bound vessels (*see maps at right*). A system of this sort requires the most careful planning and organization and it is a tribute to the capacity of those responsible for the British-American convoy system in the last World War that it brought in safely 99% plus of all the merchant vessels entrusted to its care.

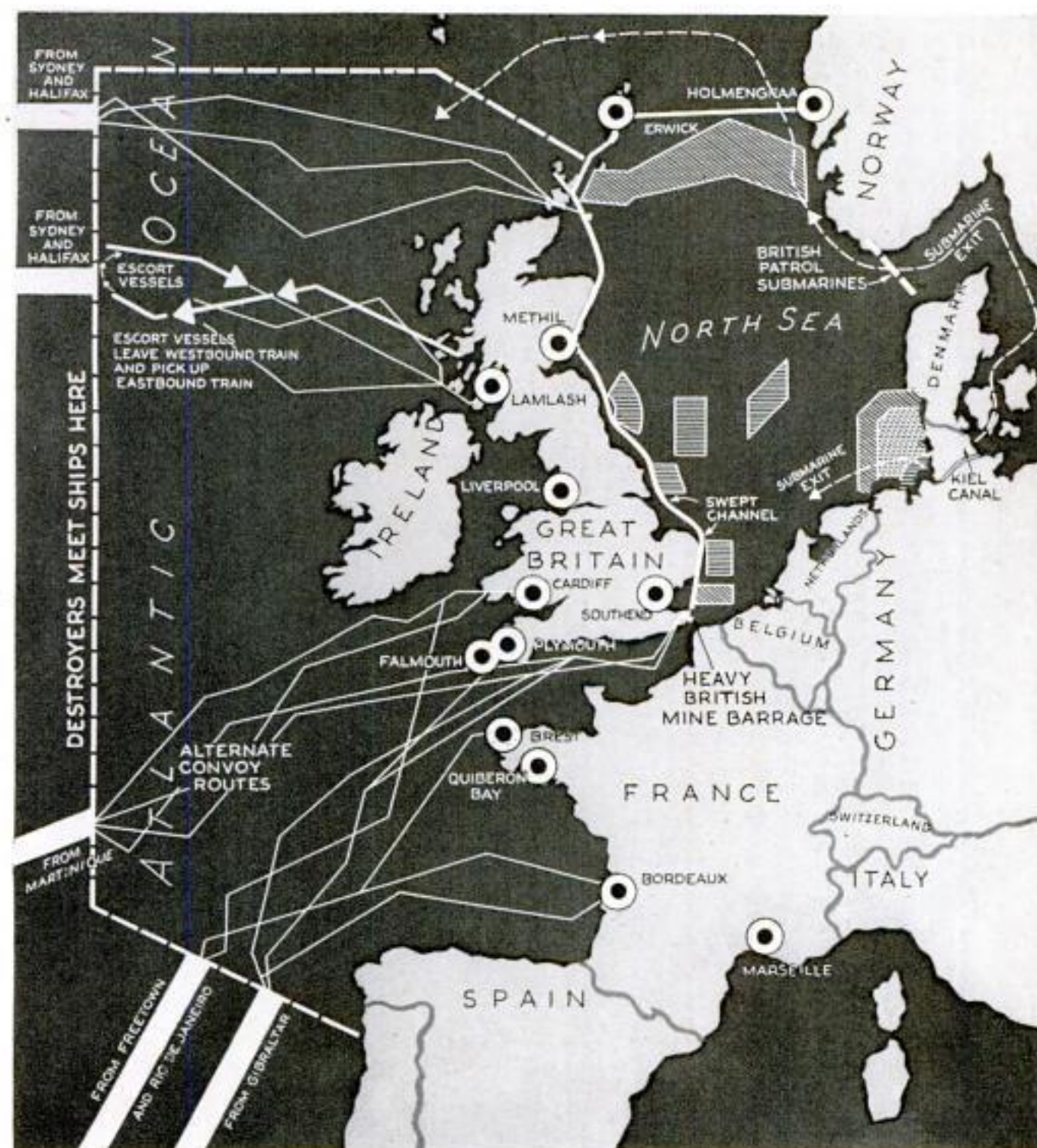
Already in this war patrol and probably mining are being actively undertaken by Britain, and the convoy of British merchant ships is beginning under an Admiralty plan. The answers which the Germans think they have found to the British convoy system probably include: 1) fast, powerful commerce raiders like the pocket battleship *Admiral Scheer*, reported at large in the south Atlantic, whose duty would be to attack convoys; 2) a combination of submarine and air operations, including long-range commerce-destroying planes; 3) a full-dress air attack on British ports which are a necessary part of the island's food supply, and on British naval yards, which are a necessary part of the anti-submarine campaign.



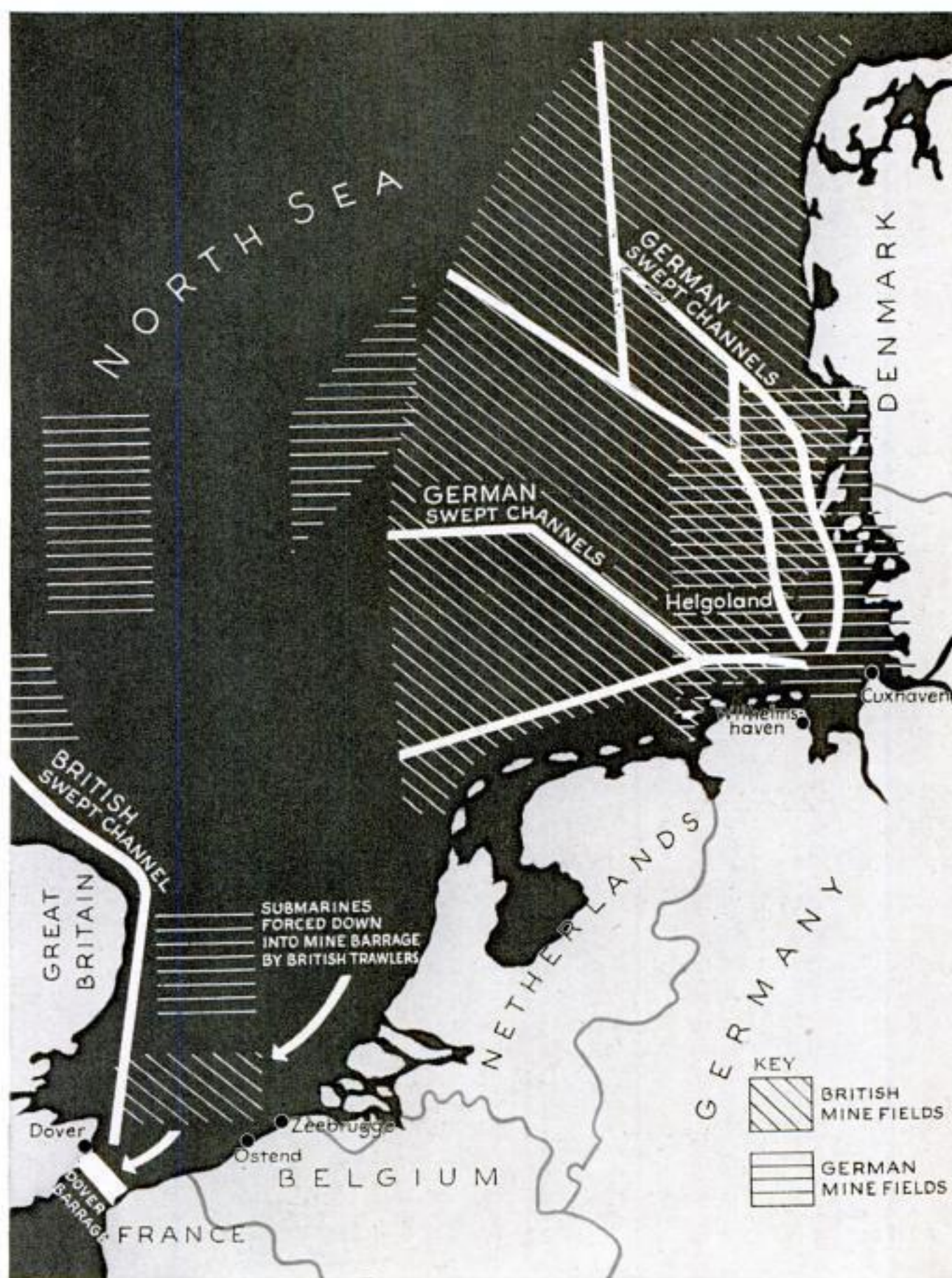
The wartime convoy lanes for the mass of sea-borne shipping that feeds Britain and France are shown here in white, over the pale peacetime sea lanes. In wartime all convoy shipping would assemble at the points marked in heavy circles—the assembly points. Some 400 miles



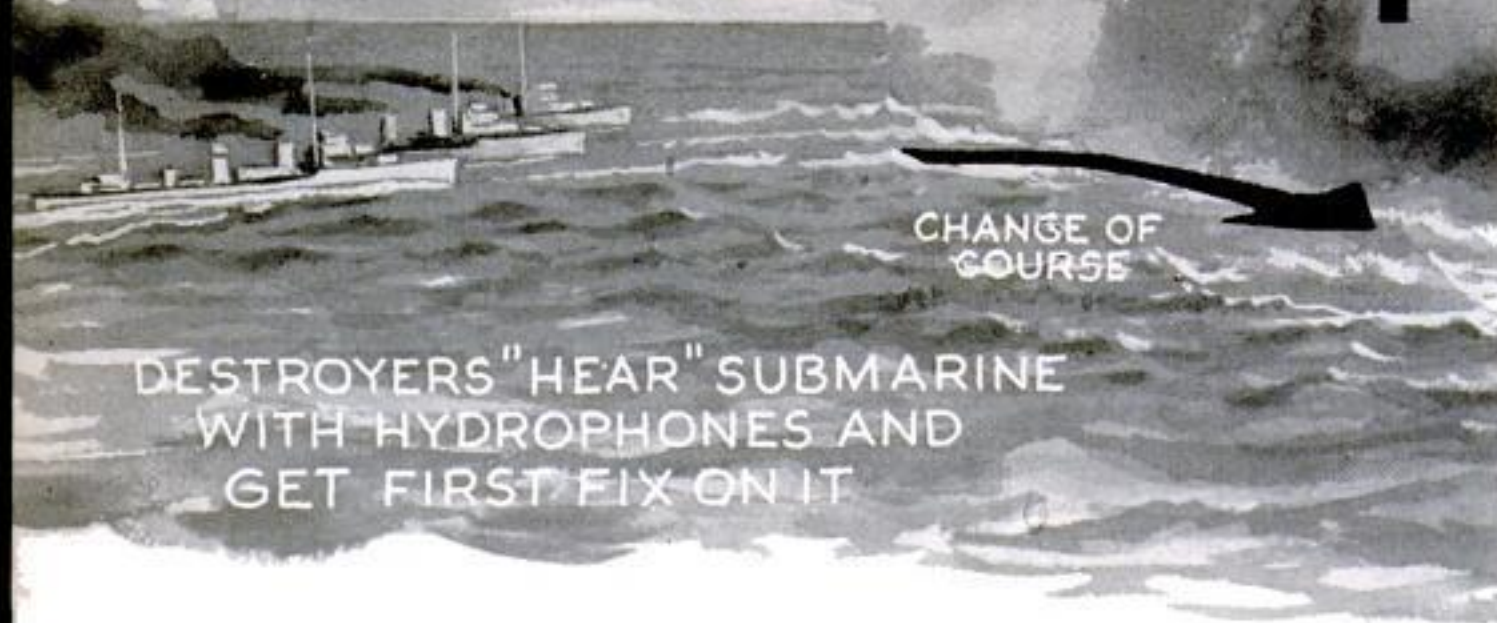
off England, merchant ships are met by their warship escort. One such sample convoy is shown between Halifax and Plymouth, its big merchantmen surrounded by destroyers, escort vessels, trawlers and one aircraft carrier. At the left are silhouetted the warships used for convoy and patrol work.



In the danger zones, the convoys avoid any fixed course, take a zigzag route into port. Destroyers escort outgoing ships to line at left and pick up an incoming train. Circled towns are assembly points for outgoing trains. The source of all the trouble is the North Sea, whence come German submarines. This the British tried to block in the last War by mine areas at the north and south ends and outside the German submarine bases. Nearly all the area shown is now patrolled by planes and patrol boats.



Mine areas in World War, as shown on this map and probably to be duplicated in this war, were expensive to lay and troublesome to maintain. Both British and Germans sent out mine sweepers to clear channels and mine layers to drop mines in the other fellow's channels. Except for harbor net-booms, only effective anti-submarine blockade was the Dover Barrage, a series of mine curtains lowered to great depth. Surface boats forced submarines to dive through the Dover Barrage, which usually got them.



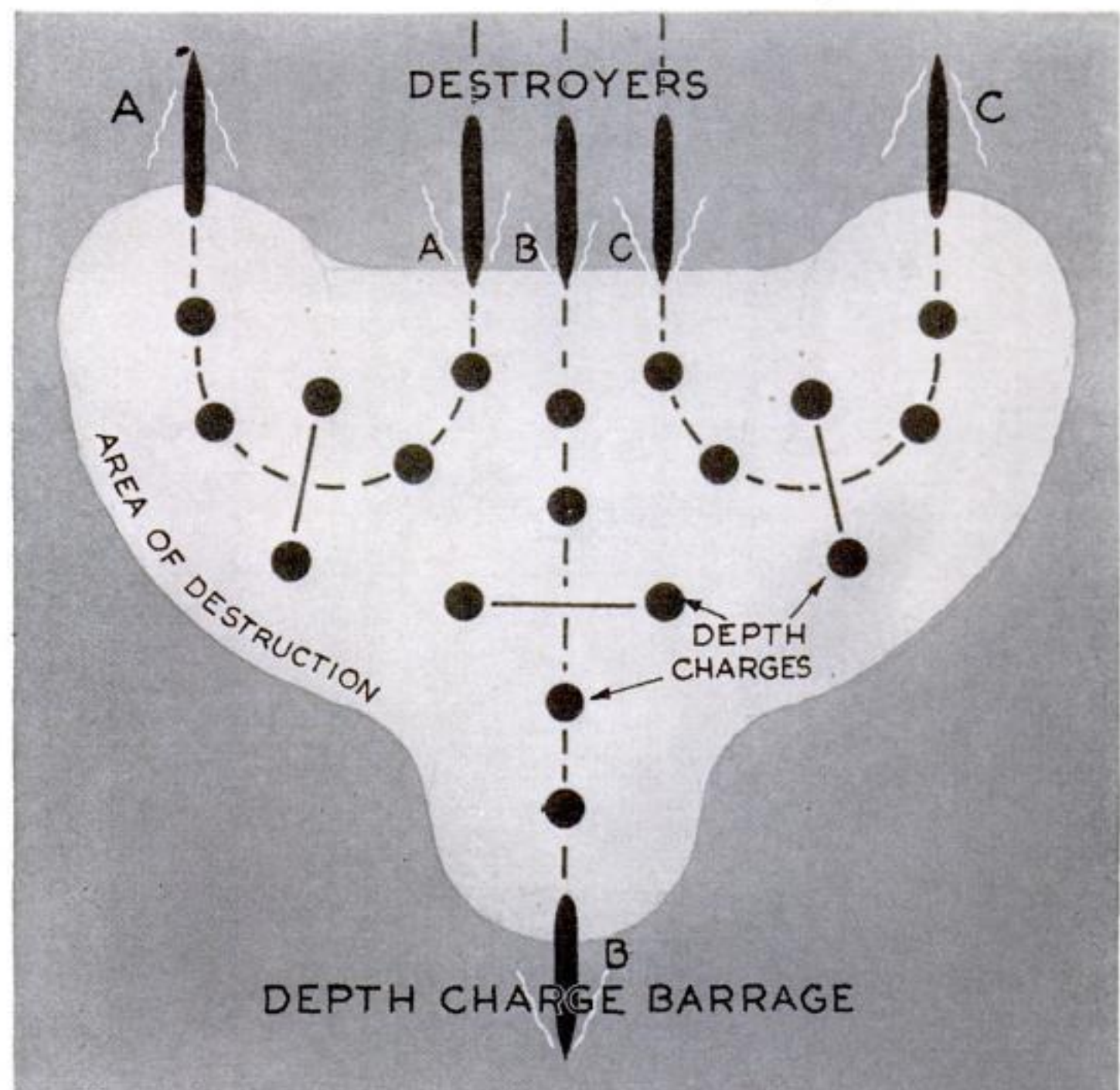
SUBMARINE DETECTION

MODERN HYDROPHONE ENABLES DESTROYERS TO HEAR, TRACK DOWN AND DESTROY U-BOATS

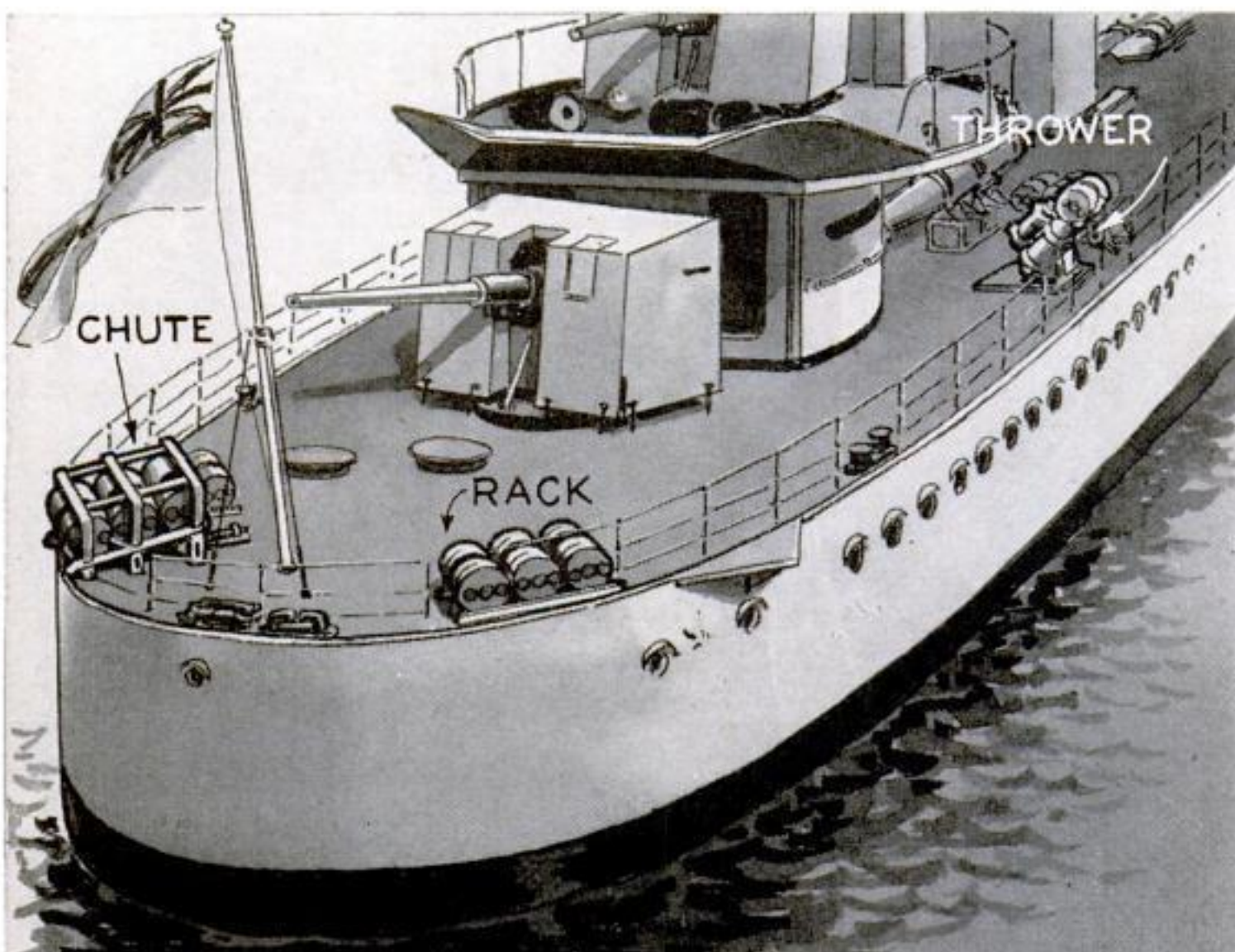
From the North Sea last week came the story of a British submarine hunted down by a flotilla of German destroyers. They used precisely the same devices with which British destroyers are now trying to wipe out the German U-boats—the hydrophone, depth charge and trailer drag, shown on these two pages. Twenty years of improvement have made these weapons tremendously more effective, but last week the British submarine escaped, after lying on the bottom for 24 hours.

The series of drawings at the top of these two pages shows the program of three destroyers who have all heard a submarine. By wireless they tell one another the direction in which their hydrophones hear the submarine. These hydrophones can hear a submarine 50 miles away in deep, clear, undisturbed water. They use powerful vacuum-tube amplifiers, low-noise unidirectional microphones, electric filters and work on the binaural principle that two ears can always determine the direction of a sound.

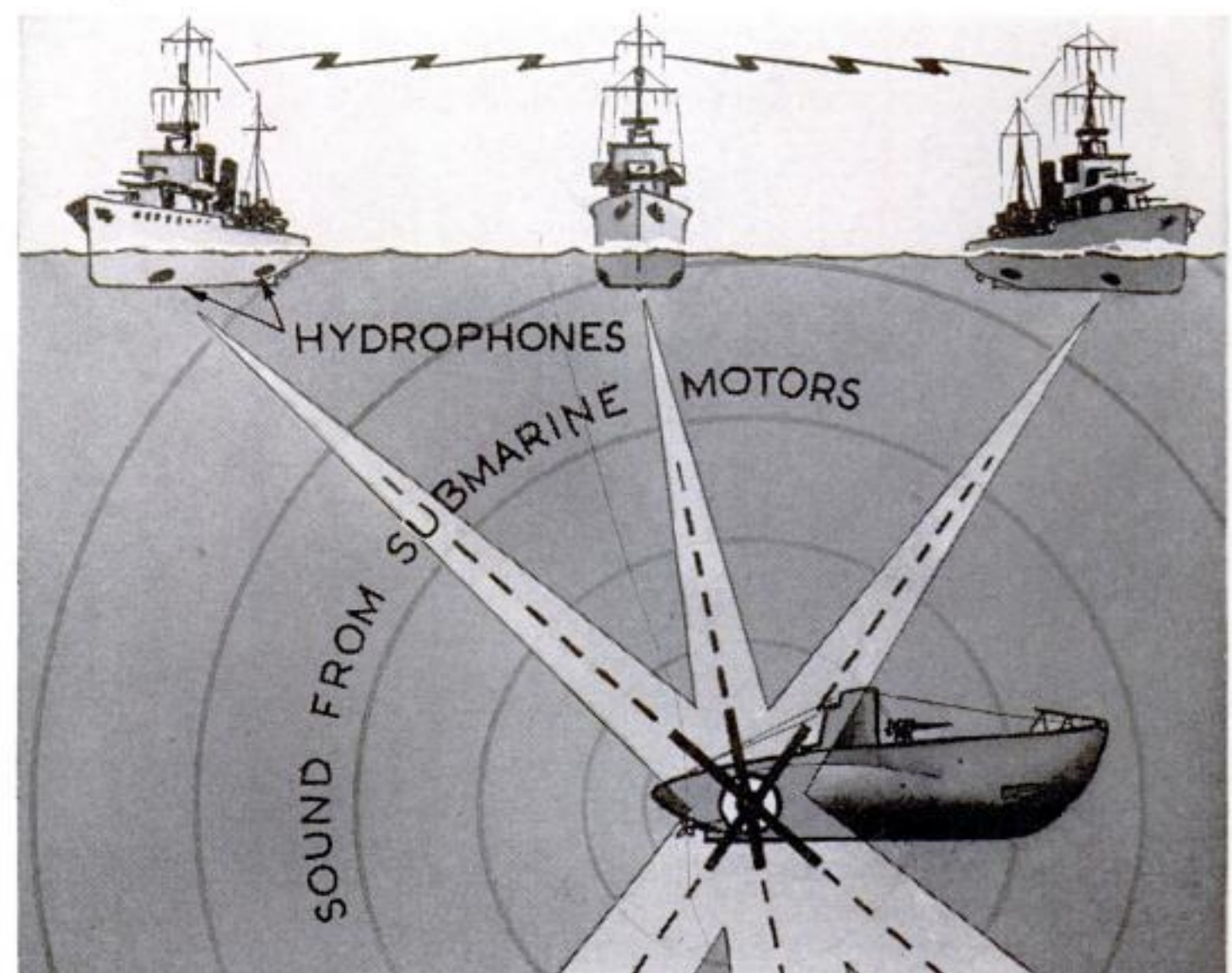
The three destroyers compare notes and get the approximate position of the submarine. They take a second "fix" and thus determine the submarine's course. They then close in for the kill. The submarine has meanwhile heard the destroyers with its own hydrophones. It dodges to throw the destroyers off and, if it is on the continental shelf around the British Isles, may drop to sea-bottom. The destroyers often do not know for sure when they have destroyed the submarine. They may give up the attack after a day. The submarine may lie just under the destroyer's draught depth of 12 ft. and thus avoid depth charges set to explode at 200 or 300 ft. The British Navy, however, sets great store by this kind of anti-U-boat warfare.



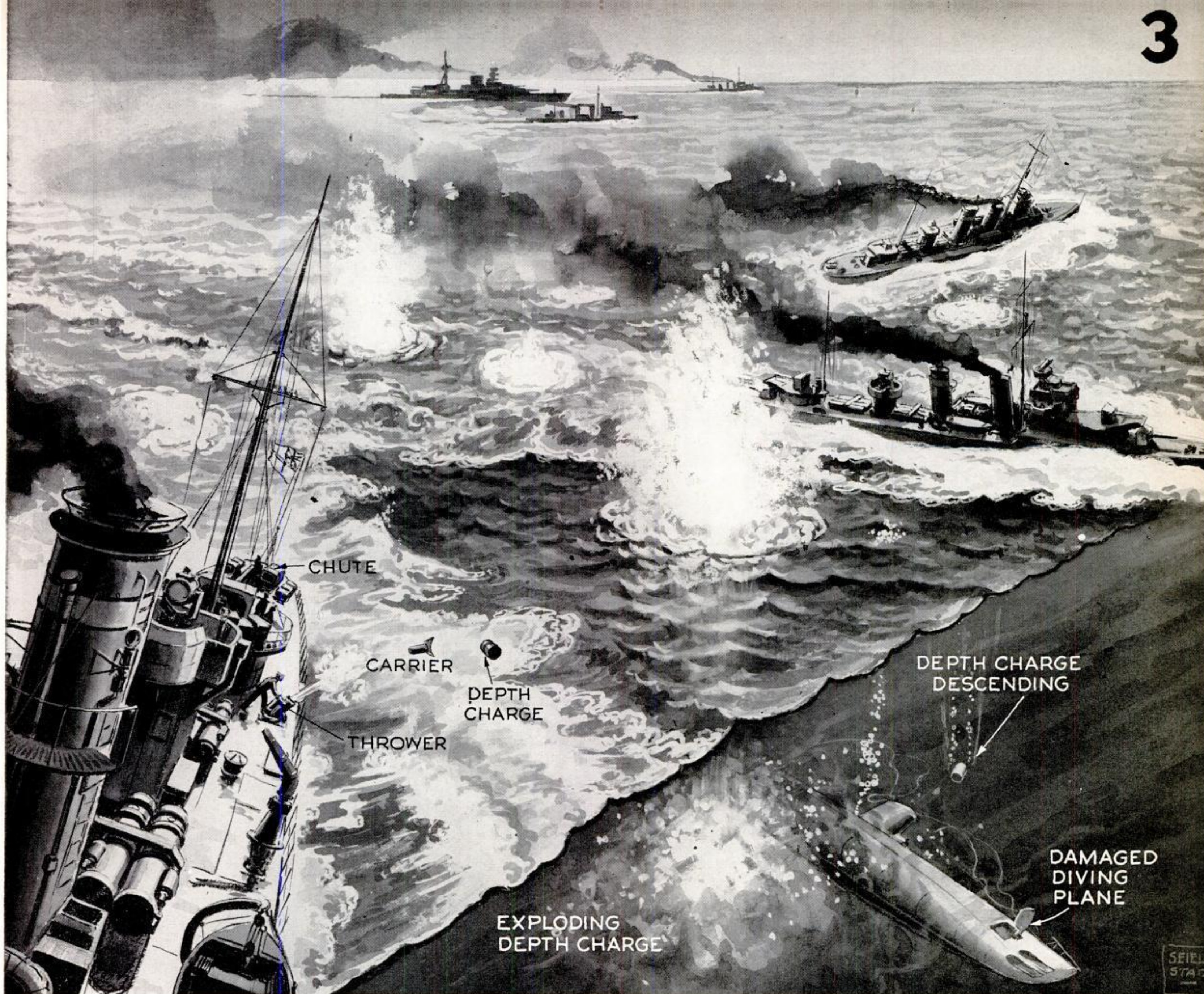
Attack with depth charges. This pattern is designed to catch the submarine, whether it stops, turns or goes forward. Bombs weigh 400 lb., carry 300 lb. of TNT, are effective over a radius of 70 ft. Each destroyer drops four from stern, throws two over the sides.



Stern of destroyer shows the chute for dropping charges off the stern, a rack of spare charges and the thrower along the side which pops the charge, resting in its carrier, some 90 ft. away from the ship. This 1,350-ton destroyer carries four 4.7-in. guns, one of which is visible.

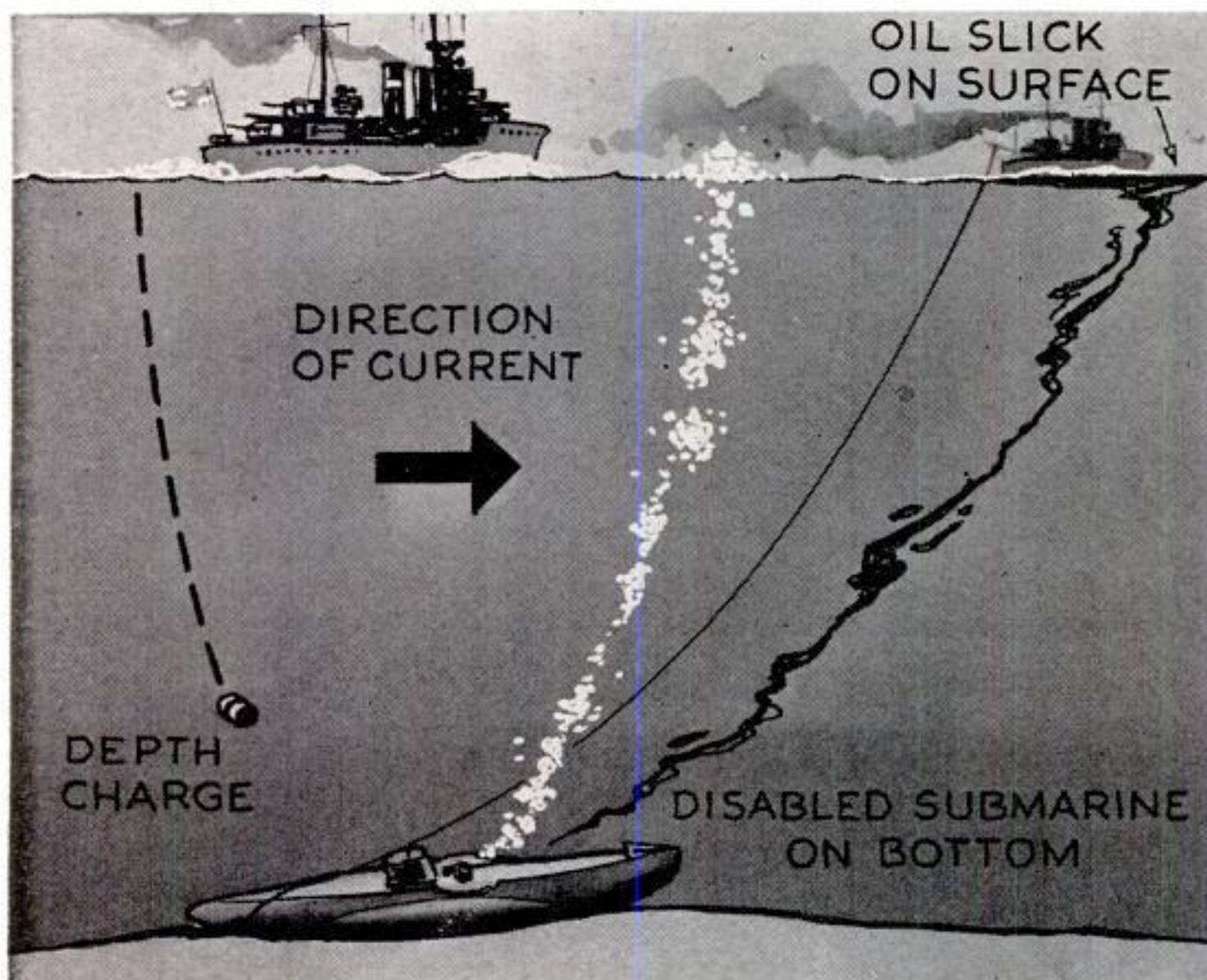


The hydrophones in action pick up the sound waves of the submarine's motors and propellers and thereby get a fix on its location. Each hydrophone works much like the human ear, getting direction by hearing in one ear minutely before sound reaches the other ear.

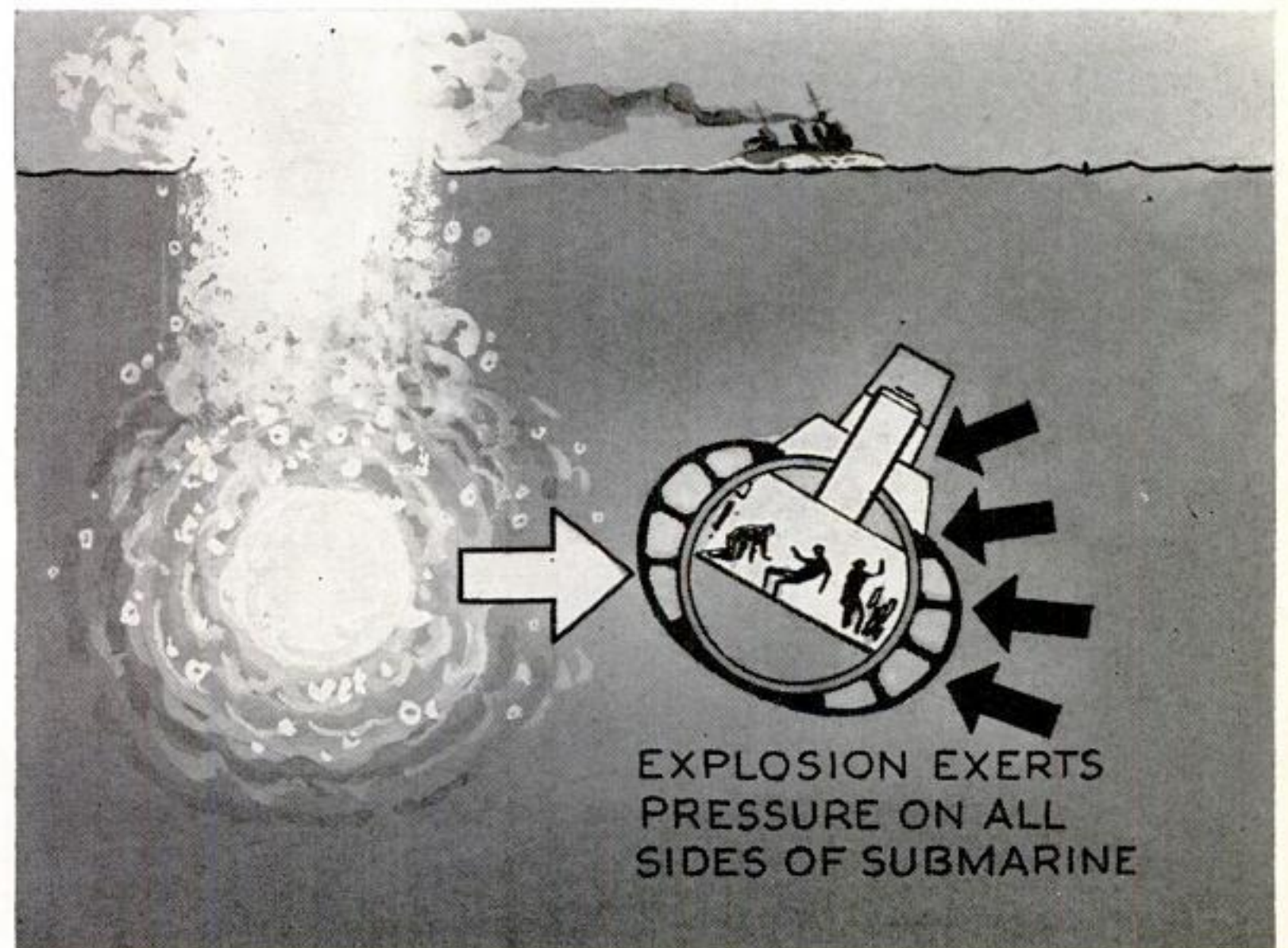


Climax of the destroyers' submarine hunt, shown progressively in the three drawings above, arrives when the three destroyers (maneuvering as shown at the left) drop their depth charges. This submarine had presumably just tried to torpedo one of the battle-

ships in the background. The carrier is merely a little cup that helps project the depth charges cleanly overboard. The explosion need not make a direct hit. It wrecks delicate steering and diving apparatus and motors, springs rivets, puts out lights, blows submarine to the surface.

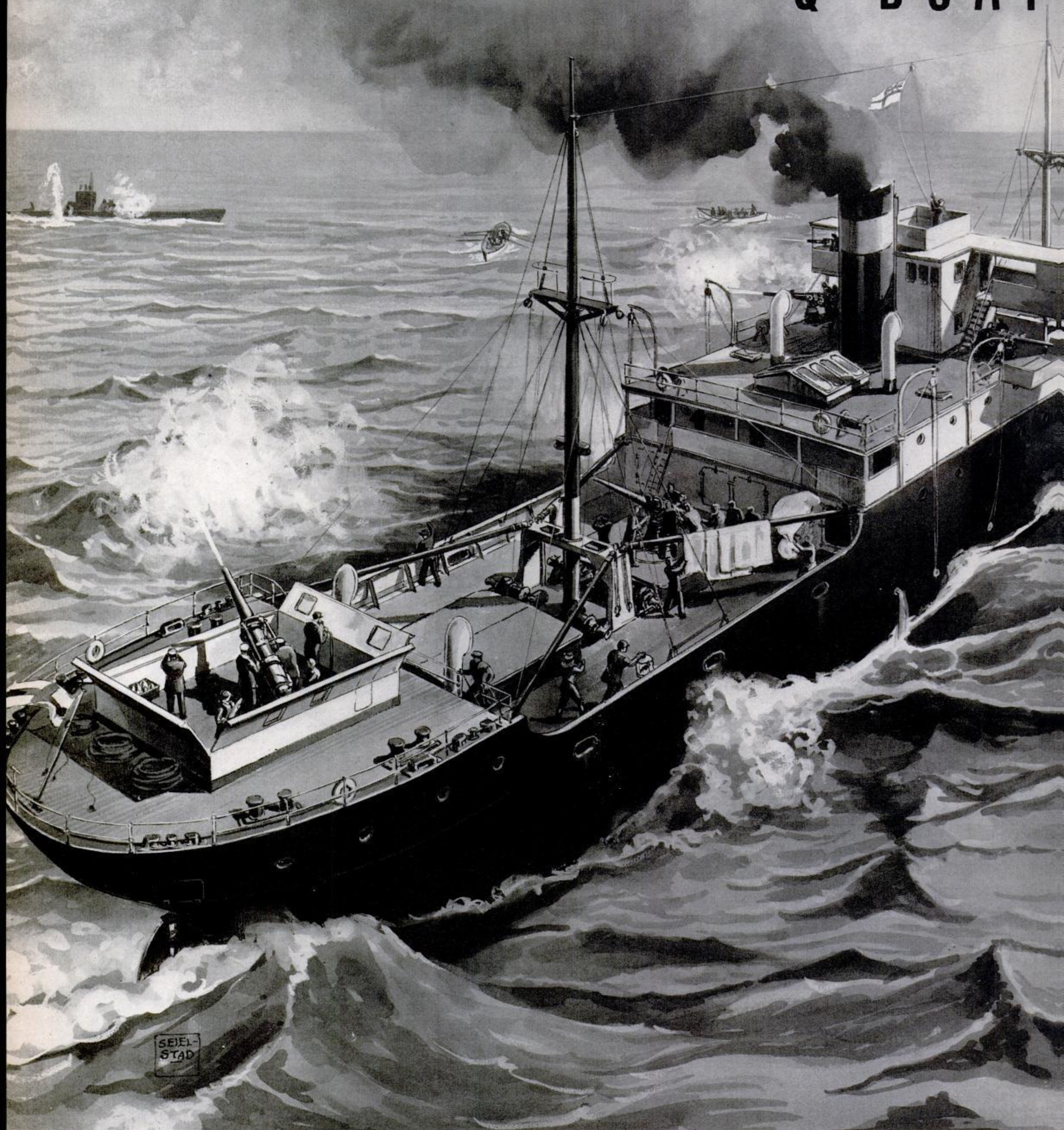


A disabled submarine, lying on the bottom, is silent but position is deduced by bubbles, oil slick and direction of current. The drag or trailer is a bronze plate which sets up a current when it touches metal. When position is fixed, the destroyer drops charge.



A depth charge does not work like a bomb exploding in the air, for the destructive force is exerted not only outward. The explosion compresses the water everywhere within a radius of 70 ft., thus exerting fatal pressure also on the far sides of the submarine, as shown above.

Q-BOAT



Q-boats come in all imaginable shapes and sizes from little fishing trawlers and barkentines to passenger liners. Shown here is the commonest shape of all—the tramp steamer of about 2,000 tons. Notice that the aft 4-in. gun is concealed

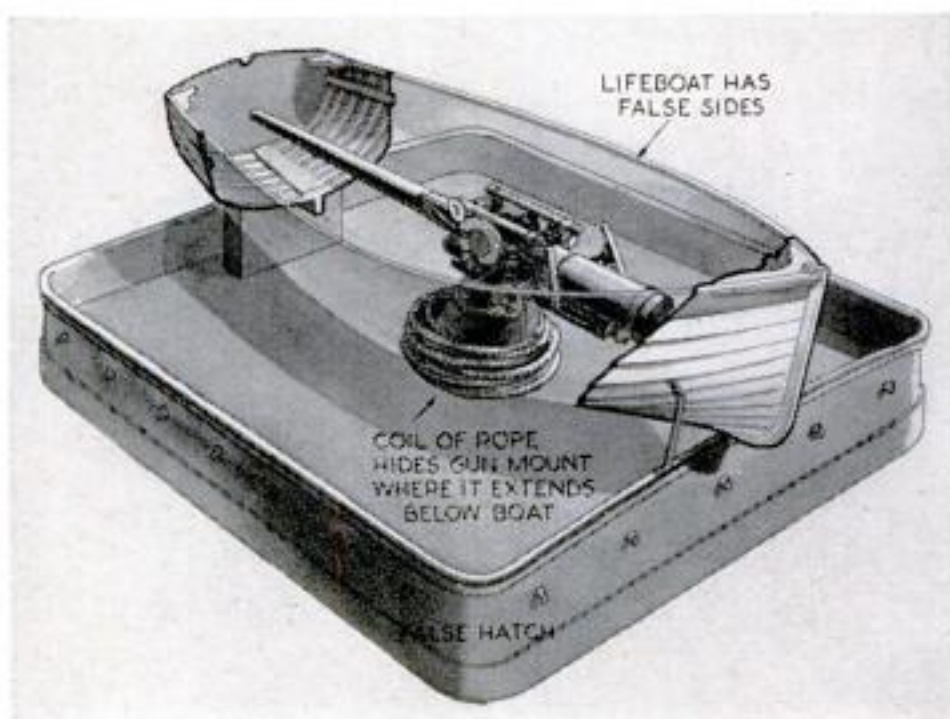
in a false deckhouse, the gun in the well deck between lines of washing hung on booms and the two 12-pounders by dummy locker walls which have been dropped outward. A Maxim is firing from the once-masked bridge. The part of the

crew who are the best actors have abandoned ship in “panic parties” and to add to the effect of hysteria, a man left behind runs about with a parrot cage. Thus, the submarine rises to shell the torpedoed ship and is shelled itself instead.

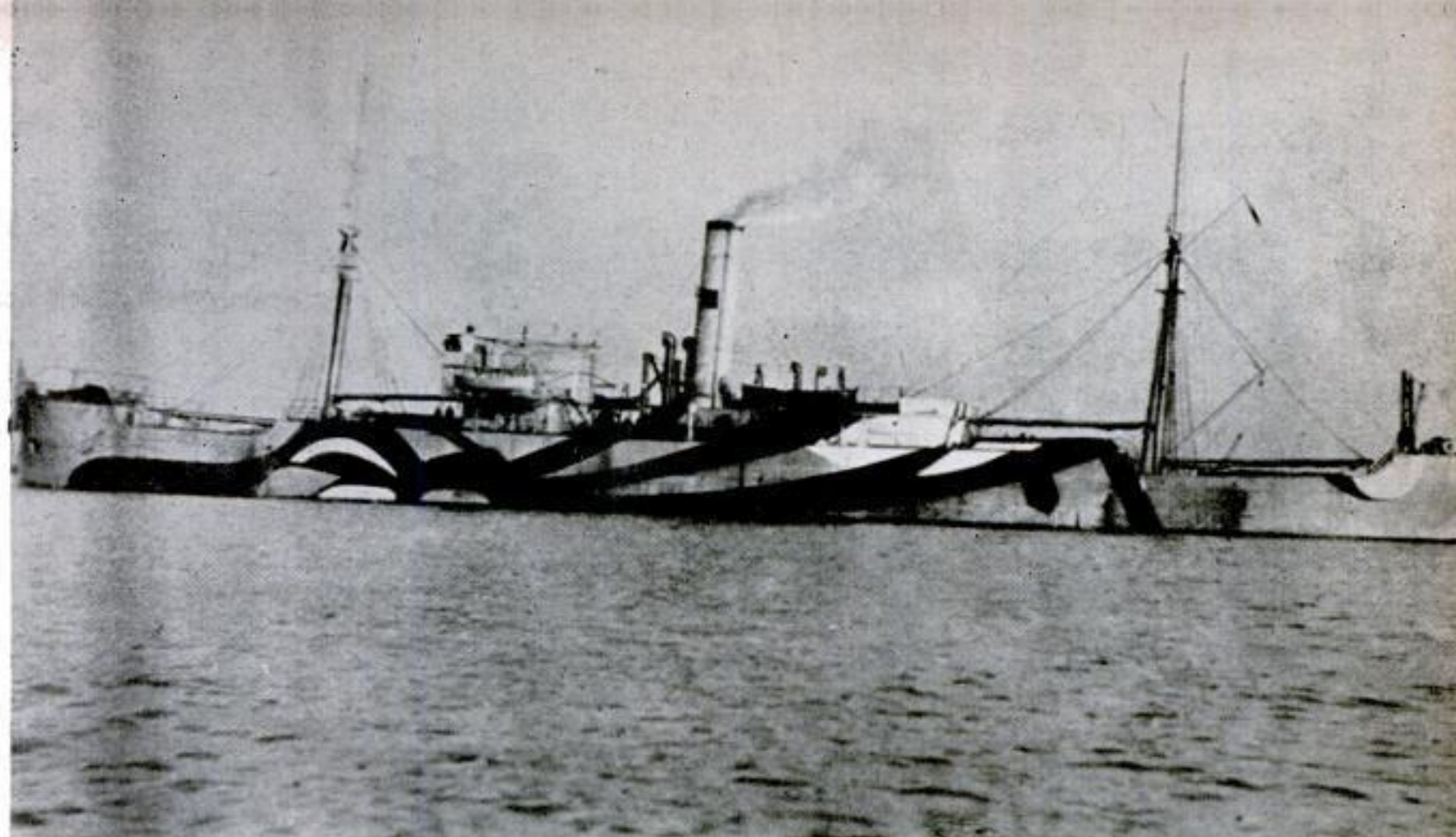
DISGUISED AS A HARMLESS TRAMP, IT TURNS INTO A U-BOAT KILLER

The most romantic and least-known way of fighting the U-boat is by the so-called Q-boat used in the World War. The idea of the Q-boat is to pretend it is a harmless, helpless merchantman and to maintain this pretense after it is torpedoed until the U-boat is lured to the surface at close range to inspect the wreckage. As its hold is generally full of lumber, the Q-boat sinks very slowly. Part of its crew abandons ship as spectacularly as possible. The rest lie in wait on the Q-boat, often while their ship is burning, exploding or sinking. Once on the surface the U-boat tries to save torpedoes by shelling the ship. Then, in one rapid set of movements, the Q-boat crew run up the naval flag of their nation, drop disguises and open fire. They must score direct hits on the hull of the submarine. Blowing off the submarine's periscope or conning tower is not enough.

The trouble with the Q-boat, however, is that as soon as the enemy begins to suspect the existence of such ships, he is compelled to torpedo all ships without warning and without coming to the surface.



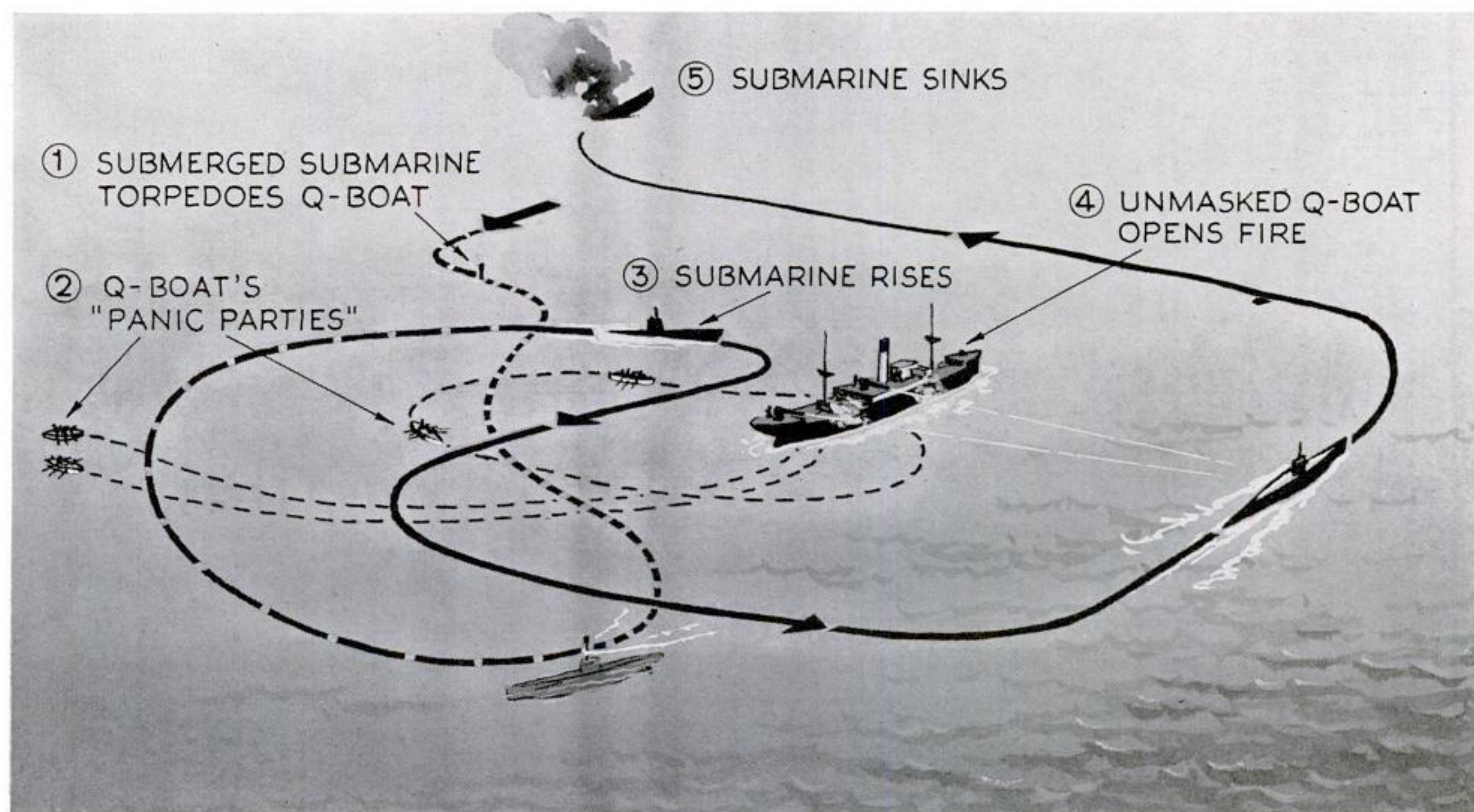
Gun concealed in fake lifeboat was used by the Q-boat *Penshurst*, famed fake oil tanker which sank three submarines.



A U. S. Q-boat was the *Santee*, lent by the British to the U. S. Navy in 1917 and equipped with three 4-in. guns and four torpedo tubes. She was unluckily torpedoed five hours after her first sailing.



"*Santee*'s" U. S. crew was captained by Commander D. C. Hanrahan, U.S.N. (center, first row). By the time he set out, U-boats were too wary of Q-boats to rise to their bait, torpedoed without warning.



An ideal engagement between the Q-boat *Pargust* and the *U.C.-29*, a mine-laying submarine, on June 7, 1917, off Queenstown, is diagrammed here. The role of the Q-boat is to play dead after it has been

torpedoed. As it starts to sink, it puts off in lifeboats the dummy half of its crew in "panic parties." After as long as five hours, the U-boat may rise. Then the Q-boat unmasks its guns, breaks out its

ensign, tries to sink the enemy craft. The *U.C.-29* approached to within 50 yd. 36 minutes after it had torpedoed the *Pargust*. In barely four minutes the *Pargust* sank her, saving one man and one officer.

FOOT

ALABAMA BOYS



BALL FUN

AND GIRLS HAVE PLENTY

Thousands of American college boys this fall are playing football. But they are not having much fun. After a tough game, their faces are cut, their shoulders and backs bruised, their legs aching. Watching them are millions—old grads who grow hoarse from yelling or drinking or both; fathers and mothers who attend as a matter of family duty; girl friends who like male companionship better than football; non-collegians who don't care who wins just as long as the play is fast and rough. Some of these have a good time, but by no means all.

The maximum fun of football accrues to girls and boys in college who don't play. It is these happy undergraduates who sit in the cheering sections on Saturday afternoon, munching hotdogs and screaming with joy when their team makes a touchdown. It is they who applaud the pretty girl cheerleaders, doing cartwheels on the bright green turf, or thrill to the military band as it blares their college songs. And later, when an Indian summer evening has settled down on the campus, it is they who dance at fraternity houses, or, boys and girls together, find romance down by the lake, under a harvest moon.

An especially pleasant place this fall is the University of Alabama. There the football team is good, classes not too hard and co-eds pretty. These pictures show how Alabama gets ready for a big game. Seven cheerleaders are chosen, four boys, three girls. Every day they practice jumping over megaphones (*opposite page*), tumbling, somersaulting and doing shimmy dances. Twice a week they work out with the Alabama band, called the "Snappiest Band in Dixie."

The most envied girl in college is "Miss Alabama" (*right*). Chosen for her popularity and beauty, she dresses in a scarlet military coat, marches jauntily with the band. This year's "Miss Alabama" is Ginger Butler of Anniston, Ala.



WITH A TARZAN YELL, CHEERLEADERS LEAP IN THE AIR AT END OF A CHEER



FAVORITE TRICK IS A DOUBLE TUMBLE OVER FIVE CHEERLEADERS KNEELING ON THE GROUND. STUNTS LIKE THIS ARE USED TO PEP UP CROWD WHEN ACTION ON FIELD IS DULL



"MISS ALABAMA" WEIGHS 100 LB., HAS BLUE EYES AND A WRINKLING SMILE



Miss Alabama gets fitted for her uniform. She does her own hairdressing, loves dancing, fuzzy sweaters, bridge and icebox lemon pie.



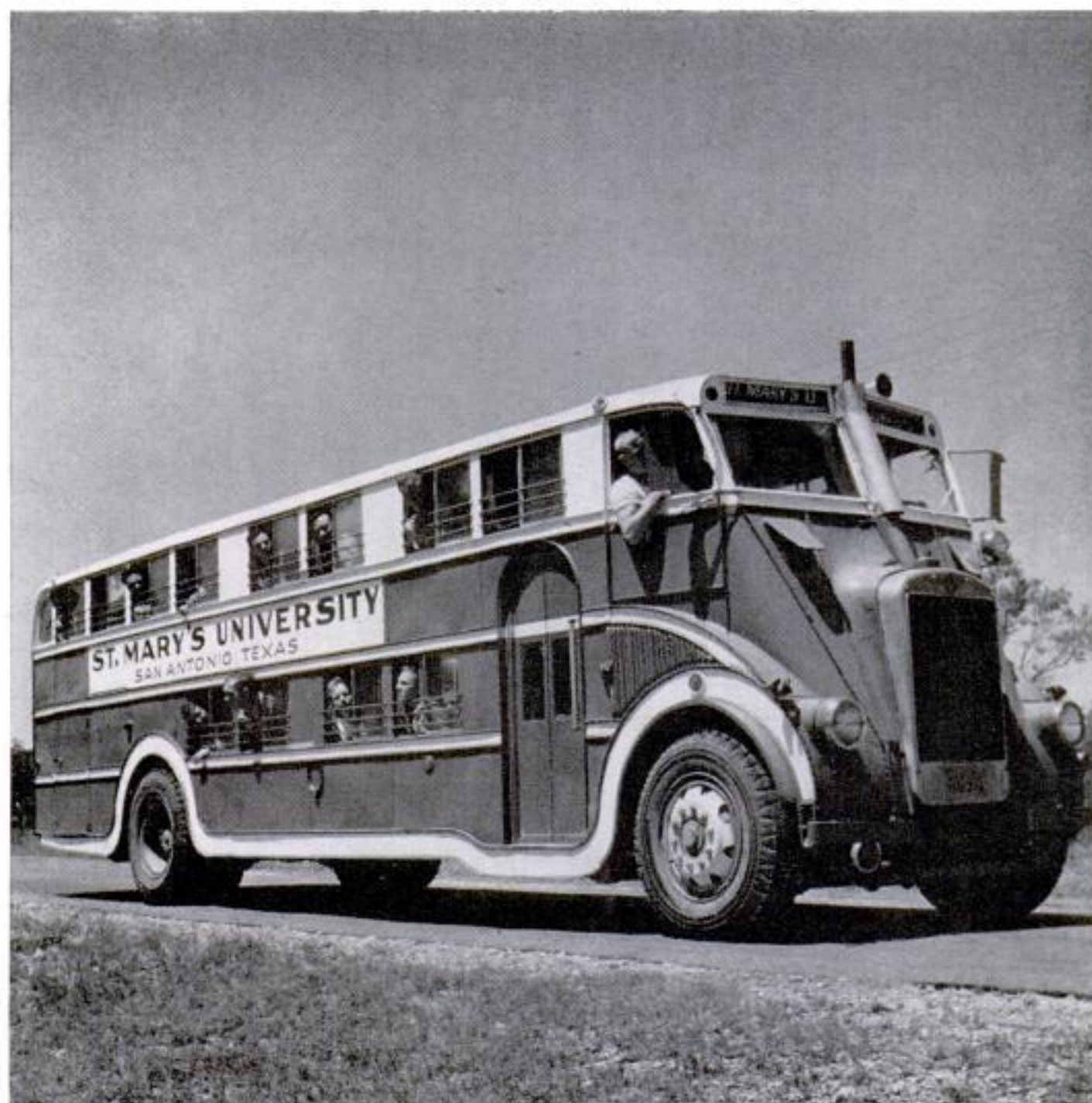
She marches before 88-piece Alabama band. While playing *Beer Barrel Polka*, band must truck, goose-step, waltz, do slapstick comedy.

St. Mary's of Texas knows how to round up good team

Before an undergraduate can have fun at a football game, his college must have a team. Preferably it should be a good team. If it is, box-office receipts will be high and alumni will be so interested that they may give money for a new dormitory or a library. Result is that most U. S. colleges, unable to find players good enough among their regular students, go out and round up a few football stars.

Typical of how a small college gets its players is St. Mary's, at San Antonio, Tex. From 1929 to 1935, its 1,100 students had no team. In 1935 genial John ("Mose") Simms, oil promoter, appeared as sponsor for the athletics of the college. He was to pay all expenses, get a percentage of all profits. Then he had to collect a team. To do this, he bundled himself into an auto, scoured the entire South for husky boys who could run and pass. To prospective players, he offered no pay. His terms were simple: "Room, education, travel and all the food you can eat." His requirements: "Play good football, go to classes."

That year, St. Mary's had a good football team. Today, it has another good team, is well on its way toward becoming a major football power. Mose is now St. Mary's athletic director and football coach, but he still gets his players the same way. Below are pictures of him rounding up Henry Tutor, his star halfback. On opposite page is the gymnasium in which he billets his players when he finally gets them to college.



In a 53-passenger bus, St. Mary's travels farther than any other football team in the land. In four years, they have done 40,000 miles, this year will visit San Francisco, Cincinnati.



Henry Tutor was a husky 20-year-old cowboy on a ranch near Cotulla, Tex.



Over radio, Henry heard Mose Simms advertising for good football players.



Mose called on Henry's mother, discussed the education Henry would get.



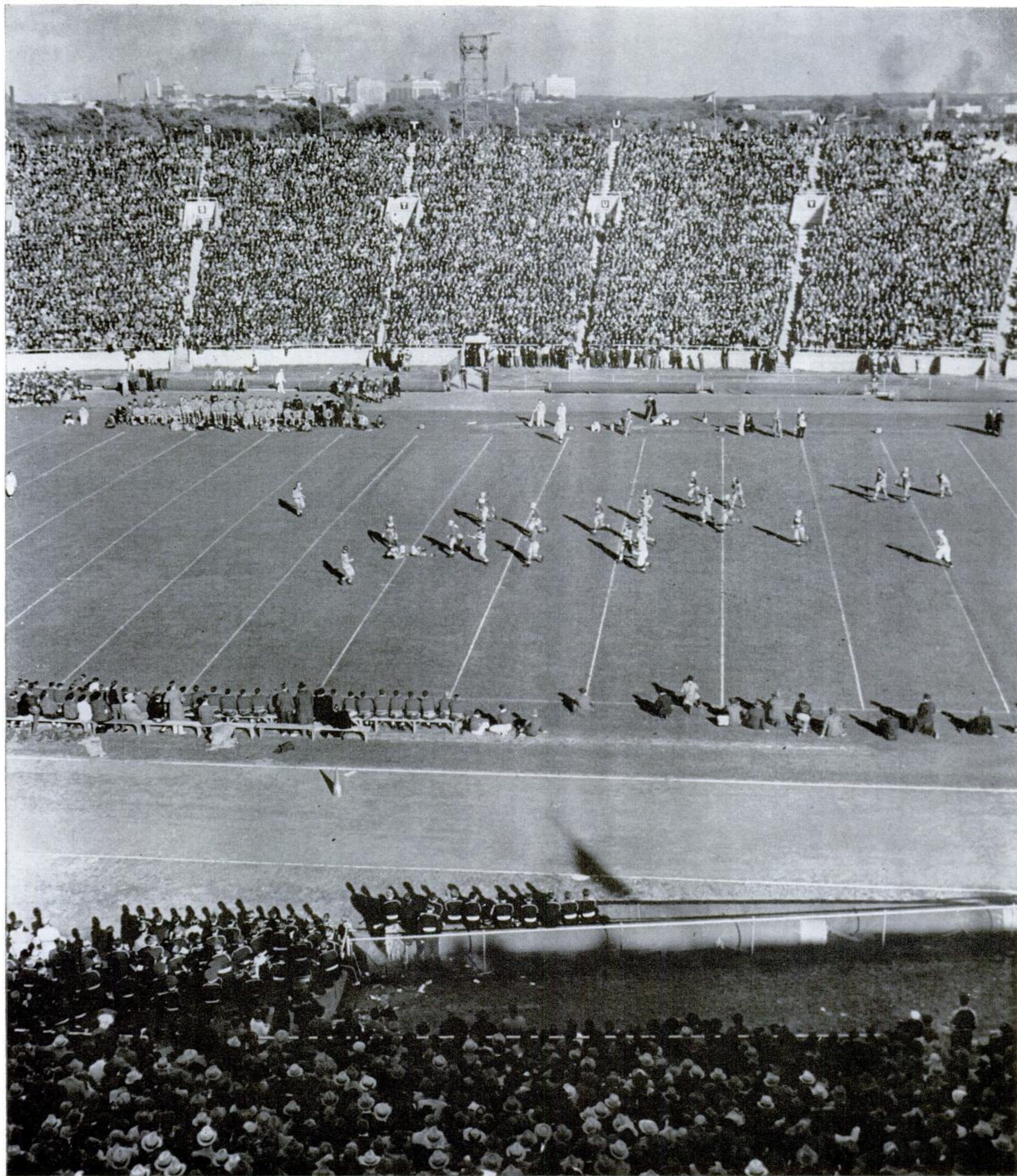
Finally in uniform, Henry gets bumped and bruised, doesn't have much fun.



On long bus trips, St. Mary's players take their schoolbooks, listen to lectures. At home, they must go to classes, get good grades. Mose Simms does not like to have tramp athletes.



St. Mary's football players live in an unfinished gymnasium



Big games mean Big Business

September 30 was a pleasant Saturday in Madison, Wis. The brisk autumn weather was ideal for the year's first football game, and 30,000 people crowded into Camp Randall Stadium to see Wisconsin beat Marquette, 14-13. At the moment this picture was taken, Marquette had just caught a Wisconsin punt.

Over the rim of the stadium is the city of Madison, with the Capitol on the horizon. Its regular population is only 60,000, but during the football season, it

handles an influx of 10,000 or 15,000 people weekly. Like 100 other cities located near colleges, it is a football town. To its businessmen and storekeepers, football is big business, represents a good chance for enormous profits. From now until late November, hotel bookings will be up 30%, clothes sales 10%, liquor sales 30%. Souvenir and food business will be especially good. In addition many extra trains will be run into Madison from every part of the State.

A pretty co-ed at a game makes faces

Each year some 45,000,000 Americans pay \$67,000,-000 to watch college football games. Among the most decorative of this year's spectators is a 19-year-old Wisconsin co-ed named Marilyn Olson. She loves football and would as soon die as see her Wisconsin team lose. For a season's ticket she pays \$7.50, sits in the Wisconsin cheering section. There she twists her normally pretty face (right) into unbelievably grotesque shapes (below). When the enemy team makes a gain, she nervously runs her tongue over her lip. When a Wisconsin back intercepts a pass and squirms away from a tackler, she laughs happily. When Wisconsin scores another touchdown and wins the game, she squeals with delight (last picture).

The weekend of the Marquette game, Sept. 30, when these pictures were taken, was especially exciting for Marilyn. She had a date with Brooks Conrad, handsome sportswriter for the *Daily Cardinal*, the undergraduate paper. Marilyn felt very important Friday night when she and Brooks stood in the front row of the football pep rally. Later that evening they went to eat at Lohmier's and dance at the Hollywood. For what they did after Saturday's game, turn the page.



MERRILYN OLSON



ROLL-WAVE
the brush that
rolls
your hair
to glistening
beauty

The curved trim of Roll-Wave's fan-shaped bristles introduces an improved brushing technique! You actually roll your hair, as the penetrating bristles reach deep down to massage your scalp. Only \$2.50, with black bristles... \$3.50 with bronze. Pro-phy-lac-tic Brush Co., Florence, Mass.

Pro-phy-lac-tic
ROLL-WAVE



1889 • BOTANY'S 50th ANNIVERSARY • 1939

a Botany Fabric

AMERICA'S BEST KNOWN
FABRIC NAME

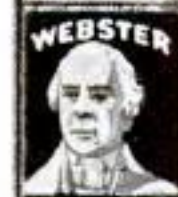
Toss your coat back — show its Botany label. It means the finest quality...an All-American fabric from an All-American mill... chosen from a history-making anniversary collection... this year more beautiful than ever.

Look for the Botany label in coats, dresses, suits, sweaters, infants' and children's wear.

BOTANY
WORSTED MILLS

PASSAIC NEW JERSEY

CONTINUED ON NEXT PAGE



WEBSTERS

shorten the distance
between two points

With Websters spreading their captivating cheer of MILDNESS and FRAGRANCE, travel hours are swiftly speeding—happy—hours.

Not in years has a cigar appeared with such rare distinctiveness! Custom-made of specially selected long-Havana filler leaf and light-claro wrapper, Websters have become the choice of discriminating smokers long accustomed to costly imported Cuban cigars.

WEBSTER
CUSTOM-MADE WEBSTER SHAPES
GOLDEN WEDDING **10c**
Perfecto Chico....10c
Queens2 for 25c
Fancy Tales15c

First in the Social Register



After the Marquette game, Brooks Conrad's fraternity, Delta Tau Delta held a buffet supper. Most of the boys invited girls. Others (see shoes) were much too lazy.



The moon shone through the tall willows down by Lake Mendota when Merrilyn said goodbye to Brooks. For both of them another football weekend cannot come too soon.

CONTINUED ON PAGE 94

For style with dignity

THE **Taylor-Made** SHOE

THE **PICCADILLY BROGUE**

Its perfect detail, its fine custom styling and the obvious excellence of its handstained leathers have given the Piccadilly Brogue great and well-deserved acceptance among style-conscious men.

E. E. TAYLOR CORP., BOSTON, MASS.

**Find new life..
new adventure
in this warm, healthful
Winter Paradise**



Shed winter troubles and your coat. Come to Tucson *this* winter and relax. The constant sunshine and dry air will soothe your nerves, renew your strength—give you a "new lease on life."

In addition to the exceptionally healthful climate, scenic splendors abound—colossal caves, cactus forests, Indian ruins, historic missions and other wonders. Real western ranch life, too.

Modern accommodations, accredited schools, outstanding sanatoria. Costs are moderate. Decide *now* to come.



TUCSON

MAIL THIS or write today for full information. This non-profit civic club serves visitors without fee or obligation.

SUNSHINE CLIMATE CLUB, 195-A Rialto
TUCSON, ARIZONA

★ Send me free your new pictorial booklet with complete facts about life in the land of sunshine.

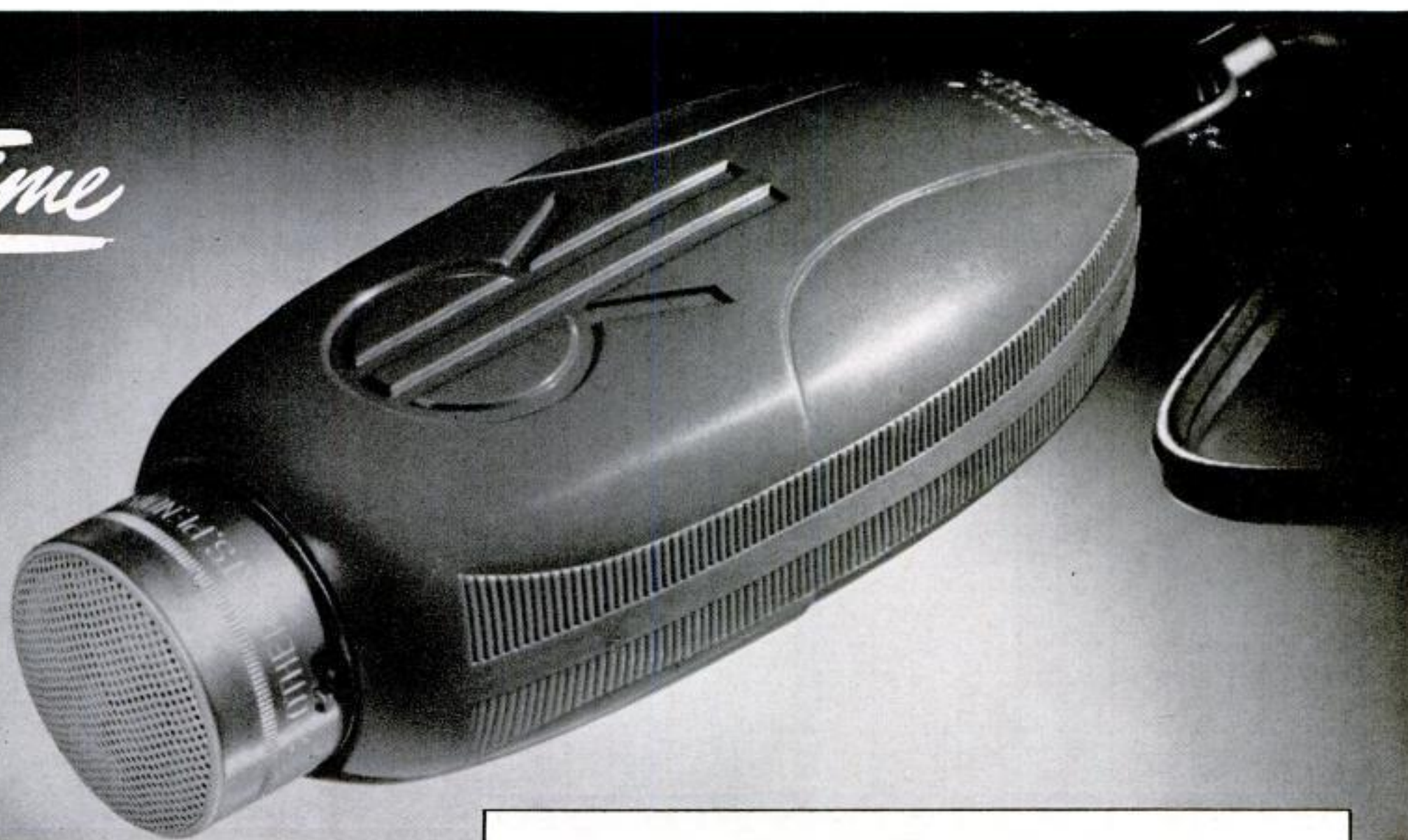
NAME _____
ADDRESS _____

A Radically New Electric Shaver

(NOT a Miniature Hair Clipper)

For the First Time

AN ELECTRIC RAZOR WITH RAZOR-SHARP BLADES



HERE at last is a *real* electric shaver . . . the first machine with four revolving razor-sharp blades for closer, smoother shaves.

For years now, you have been seeing and hearing of electric shaving machines—you may even have owned one.

If you have held off from buying an electric razor because you thought they were not well enough developed—or if you have owned one and found it did not shave close enough, then here is the razor you have been waiting for. Most electric razors cut with a shearing action, similar to hand clippers barbers use.



ROTO-SHAVER REALLY SHAVES

Roto-Shaver uses razor-sharp blades . . . self-sharpening ones, too! It leaves your face as smooth as a barber's shave.

And the patented head makes it completely safe. *It's one razor with which you cannot possibly cut or pinch your skin.*

No need to watch hair lines on sideburns or mustaches with Roto-Shaver. Just run it right up into your hair—it shaves the whiskers close and clean, but does not shave off long hair.

MECHANICAL PERFECTION

Mechanically, Roto-Shaver is a master-

piece. It has no complicated gears or linkage to vibrate and wear out. It uses a pure rotating mechanism—direct coupled for full power. Just as today's high-speed rotating turbines put old-fashioned reciprocating engines to shame for efficiency and long wear—so Roto-Shaver's rotating mechanism excels.

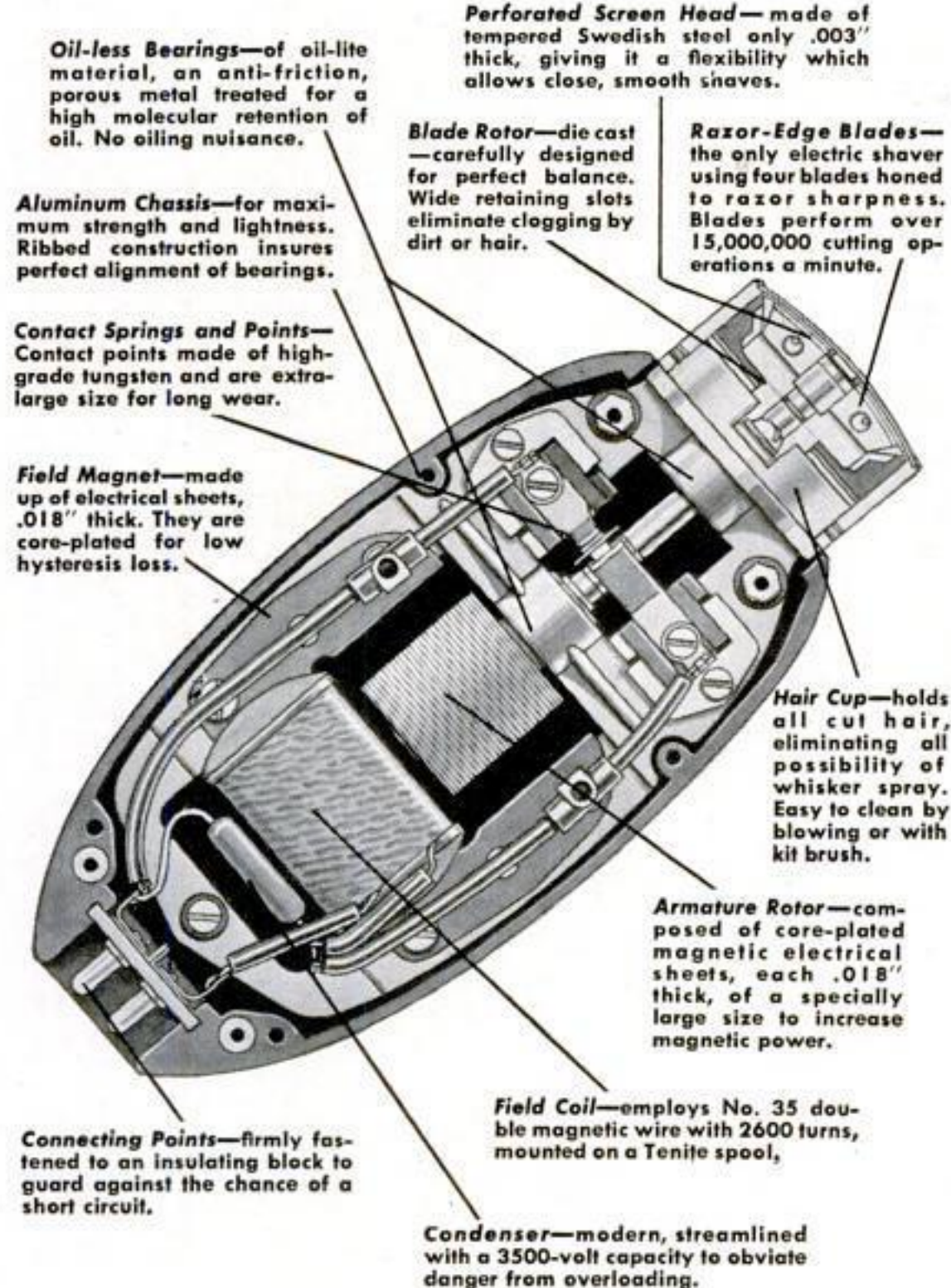
Compare Roto-Shaver with any electric shaver. First, listen to the two run together. Note the smooth, powerful tone of the new Roto-Shaver—no harsh clatter of mechanism here. Second, look at the cutting blades. Roto-Shaver is the only electric shaver made with four razor-sharp blades. Third, try each on a part of your beard. Note that your beard is shaved—not clipped—with Roto-Shaver.

DISTRIBUTED BY WILLIAMS

Rights to Roto-Shaver have been acquired by The J. B. Williams Company—famous for fine shaving preparations for nearly 100 years. After four years of careful investigation of the electric shaver industry, Williams is staking its reputation on Roto-Shaver.

Go to your local dealer and ask to see this sensational new razor. Handle Roto-Shaver yourself. Test this exquisite shaving instrument any way you will. We feel confident you'll find it the razor you should be using.

Complete, with genuine leather case, \$13.75 in U. S. A.



ROTO-SHAVER

FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

A SPECIAL SHAVE CREAM

**IT'S NOT A SOAP
NEEDS NO SHAVING BRUSH**
Not Greasy . . . Leaves Skin Smoother

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams has now developed a special cream for daily shavers. It's called Glider. Wash face thoroughly with soap and warm water to remove razor-dulling grit, then spread on Glider quickly, easily with your fingers. No brush. No lather. Not sticky or greasy.

A *superabundance of moisture* in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin. Like a cold cream, Glider helps smooth and soften your skin and prevent chapping and roughness. Glider is the result of nearly 100 years' experience in making fine shaving preparations.

Ernest A. Hulbert
PRESIDENT

P. S. Try Glider at our Expense:

Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. LG-36, Glastonbury, Conn. Offer good in U.S.A. and Canada only.



FIRST AID TO A BEAUTIFUL BUST!

The four-part design of this new Bestform brassiere has a magic way of molding the bust into the natural lines of youth. In satin and lace, lined with net—a fitted center panel for complete control and smart division—low-cut back. A typical Bestform brassiere to be found at your favorite store for . . . 59¢

Free WRITE FOR SPECIAL CORSET BOOKLET
BESTFORM FOUNDATIONS, INC., 358 FIFTH AVE., N.Y.C.

BESTFORM

THE FOUNDATION OF AMERICAN BEAUTY

FOOTBALL FUN (continued)

It is no fun to heel Harvard Managership

Like the football players themselves, the kid lugging helmets and water buckets (below) gets little fun out of football. His name is Franklin King Jr., called for no apparent reason, "Bungie." A graduate of Noble & Greenough School, he is now a sophomore at Harvard and is "heeling" the football managership. On the practice field, he takes orders from everybody. He carries bandages for the doctor, whistles for the referee, notebooks for the coaches, shoelaces for the players. Later he must gather up stockings and dirty sweatshirts.

If King wins the competition, he will be manager of the team in senior year. As a result of his success now, he will then sport a major "H," belong to the best clubs and be a bigshot on the Harvard campus. But he will still have to work. He will arrange for all Harvard trips, make plans for early-season practice, check up on the players to see that they are studying hard. Also he will have to boss the new heelers.



Helmets must be rushed on field whenever Coach Harlow orders scrimmage.



Dozens of footballs must be carefully lined up for punting, passing practice.



Water is needed when time is called out. King must keep the little cups filled.



Blocking dummy is carried from field after practice. This one weighs 65 lb.

SLEEP! SLEEP!



Let Horlick's Malted Milk help you get a good night's rest

If sleepless nights are ruining your disposition and hurting your looks, please try Horlick's Malted Milk tonight. You may find—as so many people have these past 50 years—that Horlick's, taken hot at bedtime, aids sleep. It eliminates night hunger while working no hardship on your stomach. It is a bland food, easily digested. Yet it provides needed nourishment so that you awake more refreshed. This contributes to a better disposition—to more efficient work.

The All-American Build-Up Drink

Delicious Horlick's—plain or chocolate flavored—is rich in full-cream milk, nutrients extracted from wheat and malted barley. And Horlick's has valuable minerals such as calcium and phosphorus . . . proteins . . . natural vitamins—A, B, and G.

Millions of users have enjoyed the benefits of this All-American build-up drink. Many thousands of physicians have recommended it. Serve it at meals in place of tea or coffee, also between meals and at bed-time.

Ask for Horlick's at the soda fountain, too. For a sample of delicious, candy-like Horlick's Malted Milk Tablets, send a 3¢ cent stamp to Horlick's, Dept. L-10, Racine, Wis. or Montreal, Canada.

HORLICK'S Now at new low prices!

FORTUNE WAR MAPS 35¢ EACH

The theatre of war in color. With complete index to help you locate places mentioned in the news.

Send check, stamps, or money order for 35¢ to: Art Department, FORTUNE, Time & Life Bldg., N. Y. C.

WAKE UP YOUR LIVER BILE— WITHOUT CALOMEL

—And You'll
Jump Out of Bed
in the Morning
Rarin' to Go



The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk. A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 10¢ and 25¢.



Phil Baker SAYS:

THEY LAUGHED when I put on
gloves to play the accordion...
THEY DIDN'T KNOW I was wearing

VANGUARD

Finger Free GLOVES

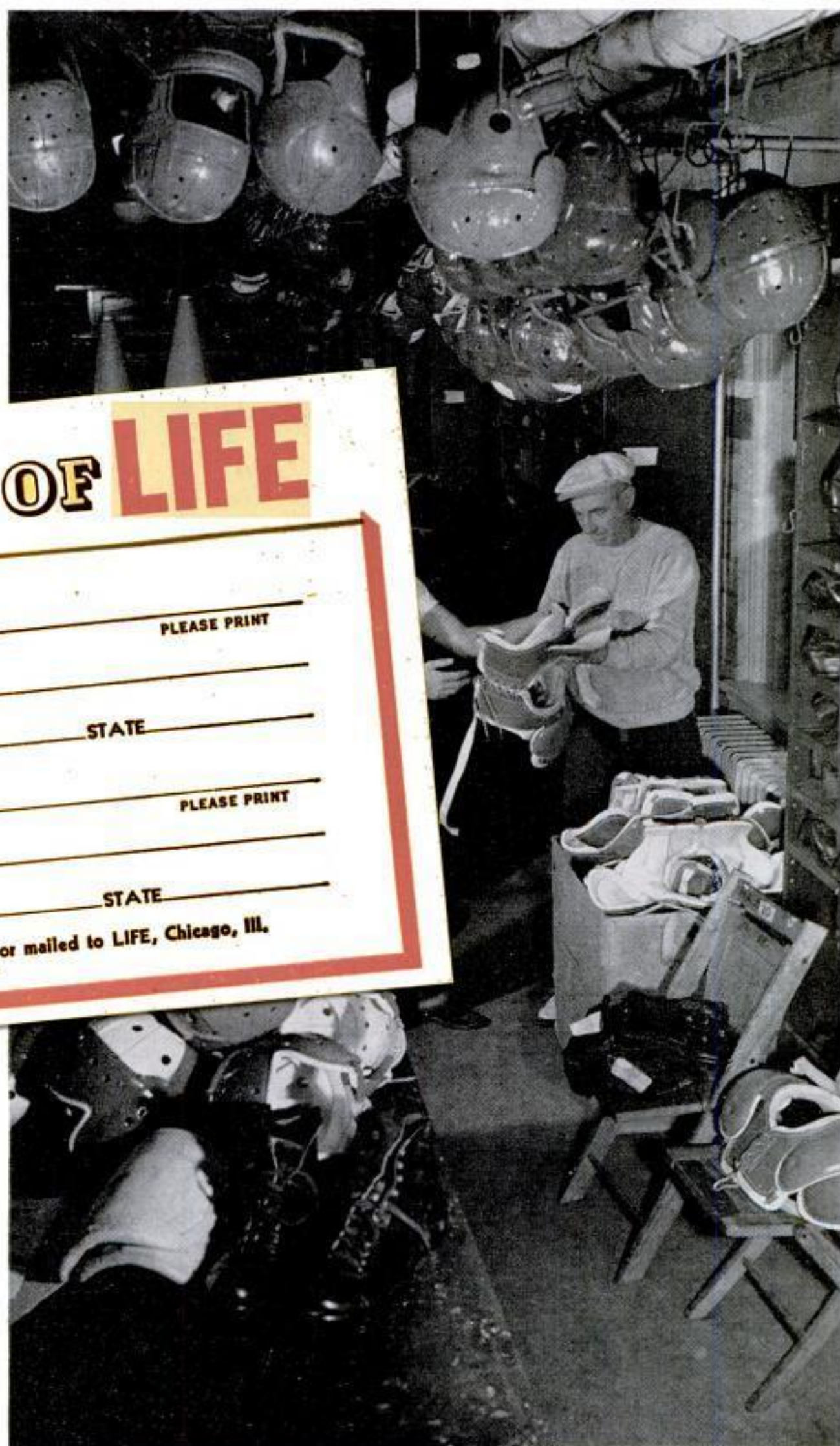
As free as a jitterbug!... That's the way your hands feel when you slip on a pair of Daniel Hays Vanguards.

Side wall freedom goes right around finger tips — no seams to bunch or bind at end of fingers. The back of the glove — cut a shade longer than the palm — gives greater grip and finger freedom. No cross seam at thumb means more thumb freedom.

So take your hands out of old-fashioned "straight-jackets" and join the smart throng who are wearing **\$5** Vanguard Finger Free!



A football heeler must always carry a knife, whistle, chalk, shoelaces, gum, bandage, garters, paper, as well as a notebook full of names, addresses and instructions.



Football equipment costs \$80 a year for each player. Harvard's total football receipts are \$500,000. expenses are \$80,000. The profits help support other sports.

SEND A YEAR OF LIFE

To _____ PLEASE PRINT

ADDRESS _____ STATE _____

CITY _____

Send bill at \$4.50 to _____ PLEASE PRINT

ADDRESS _____ STATE _____

CITY _____

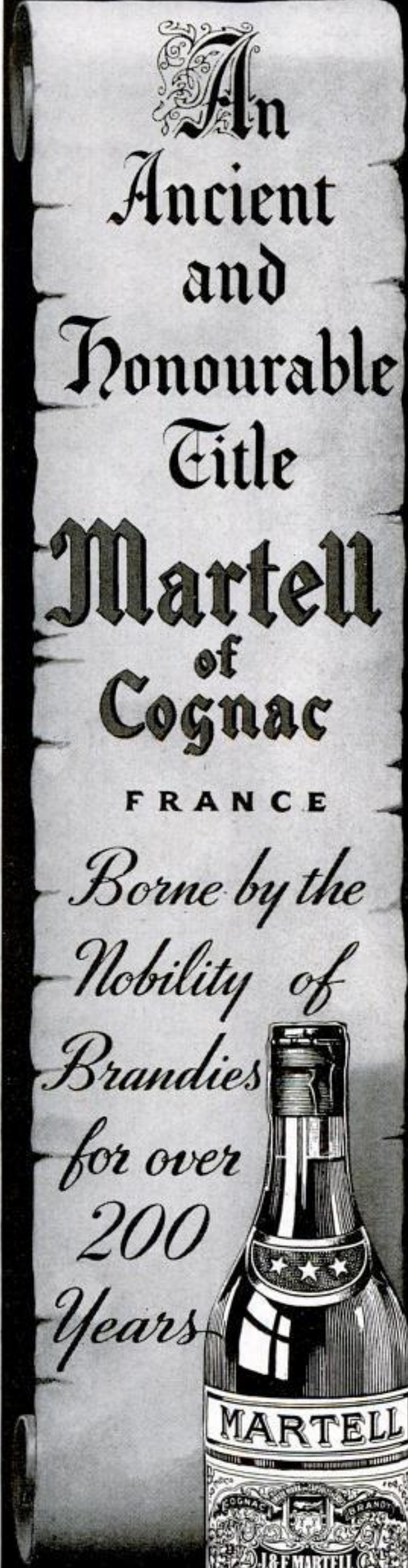
This order may be given to your newsdealer or mailed to LIFE, Chicago, Ill.

By SPARTON MAKING FRIENDS EVERYWHERE!

Go to your nearest dealer and hear
the Midshipman ... the Merry Motorist
the Huntsman ... the New Yorker
the Bugle ... the Californian
or write for Booklet 403.

THE SPARKS-WITHINGTON CO.
PLANT ONE JACKSON, MICHIGAN

MARTELL COGNAC Brandy



The Choice
of
Gentlemen
SINCE
1715

PARK & TILFORD
IMPORT CORP., NEW YORK, N. Y.

"Why would any mother want to make a little girl cry!"



Grannie shows Millie a modern way to raise her child



1. GRANNIE: Land's sake, Millie, haven't you gone far enough? A body would think you had a grudge against the child.

MILLIE: But Grannie, I'm doing it only for her own good.



2. GRANNIE: My stars! Since when did using force on a child do any good? I heard the doctor tell your Cousin Sue that using force can throw a child's whole nervous system out of order.



3. GRANNIE: He told her it's old-fashioned to make children take anything they don't like. A child should get a pleasant-tastin' laxative...

MILLIE: That's easy. I could give her the one Uncle Joe takes...



4. GRANNIE: Hold your horses, dear. A laxative strong enough for Uncle Joe can be too strong for a tot. The doctor said a child should get a laxative made only for children. So he recommended Fletcher's Castoria.



5. GRANNIE: He said Fletcher's Castoria meets every medical requirement for a child's laxative. It tastes nice. It's mild because it's made especially and only for children. It acts natural-like. And it's SAFE... How about getting a bottle for her now?



6. MILLIE: Grannie! Am I dreaming! Or is she really taking this Fletcher's Castoria without a peep?

GRANNIE: You're not dreaming, Millie. You'll never have any laxative troubles in this house again!

Chas. H. Fletcher **CASTORIA**

The modern — SAFE — laxative made especially for children



This Londoner reacted strangely to sheep in the market place of the village where he is quartered, by rapping their rumps with a stick to see what they would do. The city children, however, are getting a free education in agriculture and husbandry.

KIDS TO THE COUNTRY (continued from page 62)

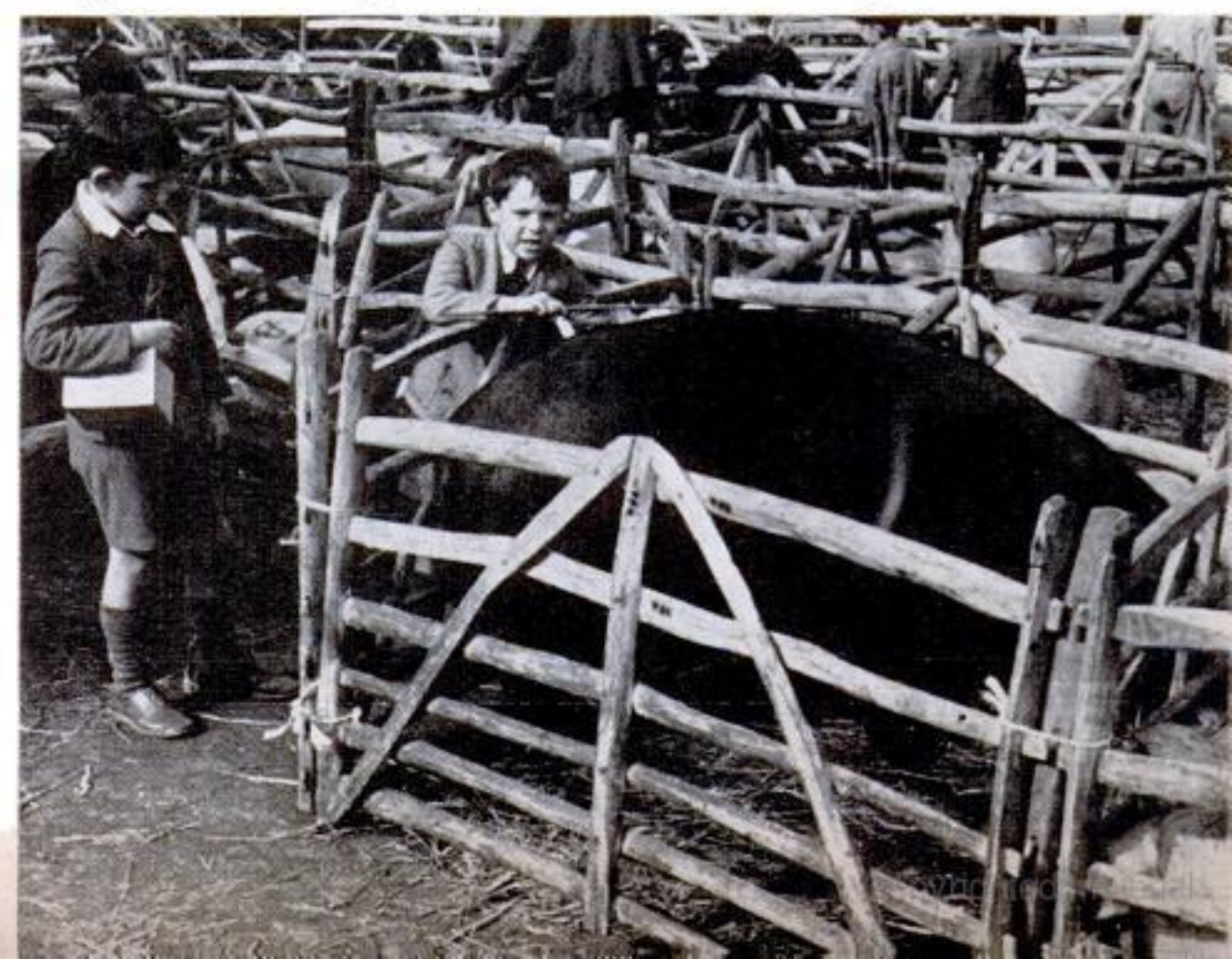
themselves, saying: "We gets frightened, we do." They were much disturbed at the idea of climbing into a bed with sheets.

Recently they had a grim experience with country law. They went to a neighboring market town on Market Day. At first they were fascinated by the squealing pigs, by the sheep and calves in their pens, by cattle being weighed off and sold at auction. But then they became bored until Jimmy had a bright idea: he sneaked up to one of the pigpens and, looking around cautiously he lifted the latch on the gate. Jimmy swears he will never do it again. The village constable was angry and there was no place to hide. "No respect for the King's cloth, eh?" said the man in blue. "I'll teach 'em that before they go back to London!"

Their Ladyships and butlers de-louse their guests

To some of England it has been a revelation and one which may have important long-range repercussions for the better. It has been something of a shock to find that for some slum-dwellers lice are an accepted condition of life, that slum children of 10 or 12 are still not housebroken, scoffing at the idea of arising at night and spurning the pot for the dark corner. In one ultra-fashionable district where stately homes abound, a quota of children arrived from the very toughest part of Birmingham, a very tough town. The aristocratic ladies of the region, in the first hysteria of service to the nation, volunteered to take them all. Their ladyships and butlers were horrified to discover that the children were verminous and had to be scrubbed with carbolic. Neither their ladyships nor the butlers nor the volunteer teachers who came with them could control the children at all. Finding nothing amusing to do, they formed gangs, scoured the countryside, beat up the local village boys, closed railroad-crossing gates, threw stones at the local policemen, pillaged orchards and chased cows. Adequate school quarters in the neighborhood were not yet ready and there was no place to keep them busy. The local police, harassed to exhaustion, refused to accept any further complaints or responsibility. The embattled farmers insisted that the children should be transferred to their houses. "We'll take care of 'em," promised one old countryman brandishing his

The reaction to pigs of young city "slickers" was by no means academic. These boys are obviously puzzled by the mammoth size of the hog they are examining. One child seeing a tree laden with plums, exclaimed: "Blimey, I thought they came in boxes!"





An expression of amazement overcame this city boy when he actually touched a calf for the first time. One little city girl wanted to know "how many apples they tie on trees." Some children complained of country butter. They were used to margarine.

rick at a council hearing. They will, with short shrift, and the youngsters will be far from happy for a long time.

Granny Smithers demands her port

At the Ministry's suggestion, committees and tribunals of experienced workers in each district are now sorting out the crasser misfits but the work is difficult and slow, requiring infinite tact by examining officers to avoid the pitfalls of village jealousies and feuds. Whole parishes have been disrupted by incautious billeting officers. The poorer families are only too willing to take évacuées because they can make a small profit off the government allowance—ten shillings and sixpence for one child; eight shillings six per child, if more than one, per week. In the second wave of evacuation, following the schoolchildren accompanied by teachers, came the mothers with children under 5, the cripples and the blind. The mothers have been the most difficult to handle. Few of them find place in the joys of country life.

In the same village where the 1017's were quartered there arrived a family from the East End of London—Granny Smithers, crippled but huge and raucous, and three daughters with three children apiece. They were polite and a bit timid at first, even agreeing to live in separate houses when the vicar firmly insisted that they could not all live in one room. Then they discovered that there was no pub in the whole village. Only by a marvel of persuasion did the vicar prevent them from taking the next bus back to the station. The next day, Granny Smithers and her brood were sitting disconsolately on the edge of the green. "If I cawn't ave me drop of port, I wants to go back to London," Granny was announcing. "To 'ell with the bombs! I say I cawn't stand this plice," a daughter chimed in, "Nobody even tawks proper English." The poor vicar did his best but there was no solution and the Smithers family returned to London, loudly vowing that they would never come again into such an unholy wilderness.

The local welfare organizations and schools are trying desperately to overcome these difficulties and are doing a titanic job. Wherever larger groups of children are together, all sorts of sports and excursions are being organized to keep them busy. Communal kitchens are being started where the mothers can work and which relieve the burden on the householders—because two women at the same stove

CONTINUED ON NEXT PAGE

Like explorers getting their first view of a strange new land, these children were filled with wonder as they watched cattle being auctioned in the local marketplace. It was a part of England's economic life that was utterly novel to them.



When YOU hear the rich, golden voice of this famous console you will realize why it has so often been said that "only the MUSETTE brings out the full tonal beauty of every note." And though this fascinating instrument occupies less floor space than a 2' x 5' rug, it has a standard-height, full 88-note keyboard and ample power and volume for any room. America's most decoratively versatile piano—the MUSETTE is available in both 34" and 38" sizes and in 12 charming and authentic Period Models—permitting you to select an instrument which, while essentially modern in its grace and beauty, will harmonize perfectly with any decorative style.

Musette
TRADE MARK

This oval seal identifies the genuine MUSETTE made only by Winter & Company. The graceful instrument above is the Federal MUSETTE, one of 12 authentic Period Models which include: Colonial, Early American, Sheraton, Duncan Phyfe, Chippendale, Louis XV, Moderne and Renaissance. MUSETTES are priced FOB New York from \$295 and may be purchased on Deferred Payment Plan.

WINTER & COMPANY

America's Largest
Piano Manufacturer

NEW YORK CITY

ESTABLISHED 1899

WINTER & COMPANY
863 East 141st St., New York City
Send me your new CATALOG-AND-STYLE-GUIDE with full page photographs of each of the Period Model MUSETTES in appropriate room settings.
Name.....
Street.....
City..... State.....
Dept. J-109



Longwear
Portis Features
"Swansback"
Water-repellent
Finish
"Protek"
Perspiration-proof interlining.



Scores a new high in style and features the new "Chamois" finish... Soft!... Luxurious!... Sturdy! Latest Tyrolean model in colors to match your new outfit. You'll like this superb value... It's only \$385.

HAND FASHIONED
HATS by PORTIS

PORTIS BROS. HAT CO. • MANUFACTURERS • CHICAGO

Heads Up!



WATER SOAK? Do you soak your hair with water when you comb it? Water is bad for hair. Washes away natural oils. Makes hair dry, brittle, unruly, wild.



GIGOLO? Do you plaster your hair down with sticky concoctions that gum it up, make it pasty, tend to clog the pores of your scalp?



CUE BALL? Too bad if your hair is gone. The time to lock the barn is before the horse is stolen.



HEAD MAN? Right! Kreml is the wonderful dressing-tonic that imparts beneficial oils to hair. Helps keep it fine, lustrous-looking, neatly combed.

Stop soaking your hair with water, or plastering it down with goo.

If you're troubled with dandruff scales or excessive falling hair, start using Kreml today and notice the big improvement, for Kreml removes dandruff scales, every speck. Kreml checks excessive falling hair. Kreml relieves itching scalp.

WOMEN TELL US that Kreml puts the hair in splendid condition for a permanent—makes permanents look lovelier and last longer.

Ask for Kreml at your drug store or barber shop.

KREML

REMOVES DANDRUFF SCALES—
CHECKS EXCESSIVE FALLING HAIR
NOT GREASY—MAKES THE HAIR BEHAVE



Fishing for "tiddlers" (sticklebacks) on the quiet Thames was a new experience for these kids who knew the Thames only as a boat-clogged river that flows through London. Some girls learned to knit winter socks when they arrived in the country.

KIDS TO THE COUNTRY (continued)

do not make for peace. In all the districts, the owners of large houses have responded nobly with facilities for maternity wards for expectant mothers, hospitals in the reception areas being hopelessly overcrowded. County squires with big estates have turned parts of their houses into schools. The Duke of Connaught has taken 120 children at once.

Going back will be the hardest part

So far it is too early to tell how well the Government Evacuation Scheme will finally turn out. Since there have as yet been no air raids on London, it cannot be truthfully said that the whole arrangement has yet served any useful purpose at all. The fact that it may, in the future, save hundreds of young lives tends at present to be overlooked sometimes in the light of its undoubted disadvantages. In addition to the fact that the évacuées complain about country cooking and some of their hosts complain about city living habits, there is the underlying fact that the government subsidy paid to country families that care for evacuated children creates a double chance for cheating. Some families getting the subsidy may starve their guests to line their own pockets; and some city families with limited incomes may be delighted to get rid of their progeny in order to have more money to spend on themselves.

In any case, the schools will be built, the children adjusted, the tough little boys from Limehouse may become countrified and learn farmers' ways, the underprivileged hundreds of thousands will have good food to eat and clean beds to sleep in for one, two, three years, perhaps more. They will then, just as suddenly as they left, be expected to return. The second adjustment will be harder than the first, and it may have to be made with metropolitan England in the throes of post-War depression and unemployment. As the bobby said, "Some of them are going to have a bad time of it."

Bedtime finds the evacuated children snugly tucked in bed for the night far from the threat of enemy bombs. Sociologists wonder how many of these children may decide at the end of the war to forsake their city homes and remain "down on the farm."



PRESS-RITE
Electric Presser

For the sartorially correct — a streamlined electric presser that quickly restores trouser creases, pleats, hems, lapel edges, to knifelike neatness. Saves time, saves money. Plugs into any outlet. No ironing board needed. A safe, superior home pressing service, unconditionally guaranteed for one year — a splendid gift. At your favorite store or send coupon below

Cole Toomey Co., Inc., 30 Rockefeller Plaza, N.Y.C.
Gentlemen: I am enclosing _____ dollars, for _____ Press-Rite Electric Pressers.
Name _____
Address _____
City _____ State _____



There's a Shinola polish, dye and cleaner for every type of shoe — Paste Polishes, Liquid Wax Polishes, Creams and special Suede and Gabardine Cleaners. Your family needs the Shinola Home Shine Kit, containing a tin of Shinola Paste Polish, a bristle dauber and lamb's wool polisher. At your dealer's... or send 25c with name and address to SHINOLA, Dept. F-1016, 88 Lexington Avenue, New York, N. Y.

666 relieves misery of Colds fast!
LIQUID-TABLETS
SALVE-NOSE DROPS

TALE OF THREE BRIDES

Not every bride gets married the way it happens in pictures—with champagne and bridesmaids and tables loaded with silver.

Thousands of pretty girls travel to the altar on their own hard-earned savings—cutting down on frills and hewing sternly to the essentials.

One of these essentials, they agree, is sterling

silver—not only for the future, but for *now*, when their husbands' careers are in the making.

The choice of these clever girls follows that of many richer brides—International Sterling, the fine sterling made by the foremost silver house in the world. Here is how three recent brides have managed to acquire their superb sterling.



This bride is paying \$5 a week and enjoying her International Sterling while she's paying for it. It's even easier than collecting her bridal linens or kitchenware, she says. She's starting with a service for four in the beautiful 1810 pattern. Other brides can acquire any International pattern, in any number of pieces, on similar Budget Plans.



This bride pooled her wedding checks and bought International Sterling's new Romance Chest of 36 pieces—a remarkable buy at \$100. It includes all the pieces she most needs for dinners and Sunday-night buffet suppers—6 cream soup spoons, 6 knives, 6 forks, 6 salad forks, 12 teaspoons. Jewelers offer this new bride's chest in the three Romance patterns—*Prelude*, *Minuet*, and *Enchantress*, all shown below. You can add to any of these patterns later, as your entertaining needs grow.



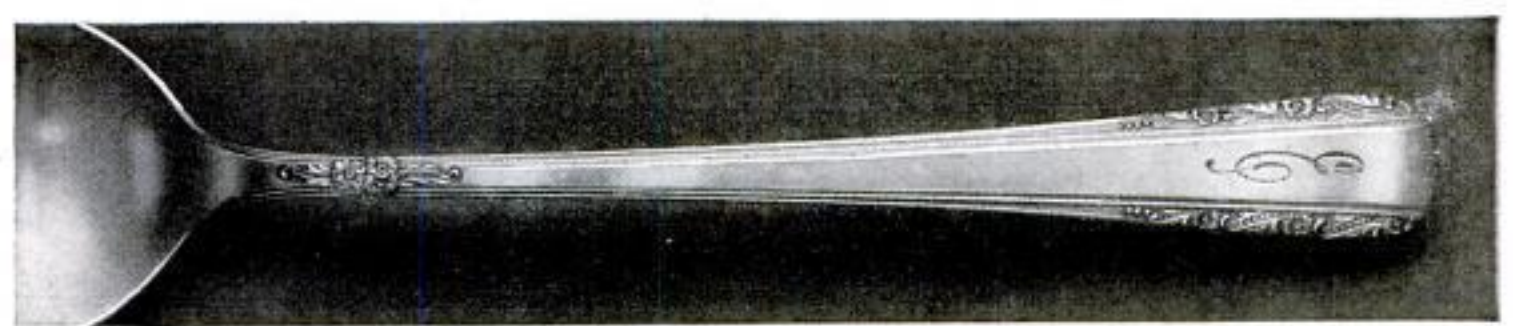
This bride spent nothing at all, but to understanding aunts and cousins and friends she dropped a discreet hint—the new “Me to You” Gift Sets in International Sterling. Each set includes a complete place setting for one person, from soup through dessert. It costs little—as low as \$16.75 in many patterns—and this lucky bride received *eight* settings, an impressive array. Jewelers offer other easy sterling plans. Be sure to ask about them—and see the many beautiful International patterns. Six are shown below.

INTERNATIONAL STERLING

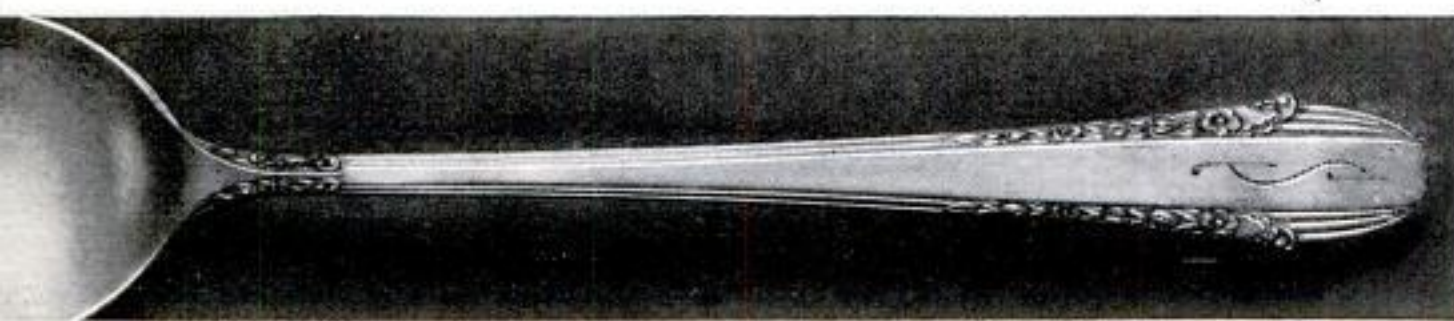
*Master Craftsmen for Five Generations.**



Prelude—New—and beautiful as moonlight in an English garden.



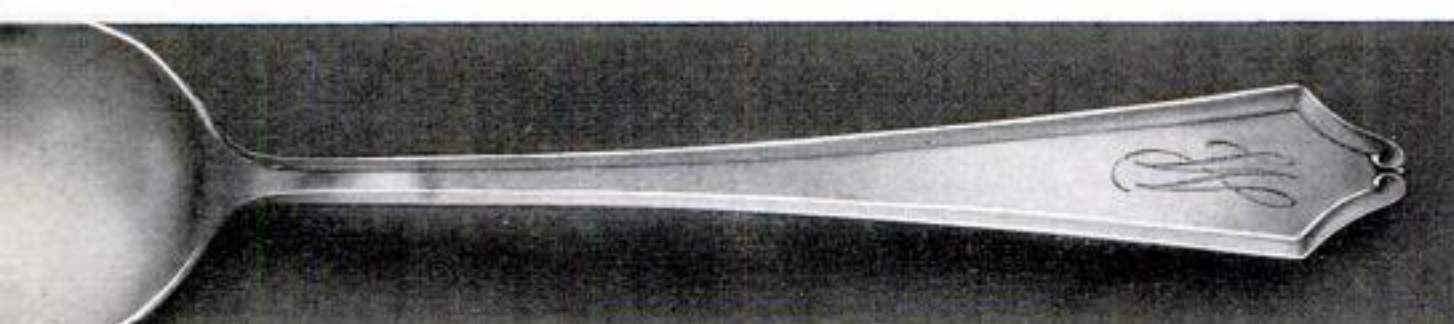
Courtship—Brides love this for its charming simplicity.



Enchantress—Another simple and graceful pattern, always in good taste.



1810—International's lovely reproduction of a museum treasure.



Minuet—Its slim curves are copied from classic New England furniture.



Gadroon—A handsome adaptation of English Georgian silver.

COME IN EVERY SUNDAY—Leading dramatic stars of the stage and screen in “THE SILVER THEATER,” 6 P.M., E.S.T.; 5 P.M., C.S.T.; 4 P.M., M.S.T.; 3 P.M., P.S.T. Coast-to-coast Columbia network.

*Copyright, International Silver Co.



On a promenade deck running the length of the store, models paraded in front of overflow audience. Lead-

ing Dallas hostesses gave lavish parties for guests from nearby regions and celebrities from New York.



Hattie Carnegie, dress designer, receives plaque for distinguished fashion service from H. Stanley Marcus.



Dallas' Neiman-Marcus store, where more luxury merchandise is sold than in any single Chicago store.



Award winners for fashion service were Clare Potter (extreme left), John Cavanagh, Hattie Carnegie. Other

winners (not shown) were Janet May, Herman Delman, Elizabeth Arden. Carmel Snow is at far right.

Life goes to a

Elite of the Southwest flock to Dallas

To the Neiman-Marcus store in Dallas, Tex., more than 8,000 people flocked recently to view, on three successive nights, the most spectacular fashion show ever held in the great Southwest. Local beauties modeled almost a million dollars worth of gowns and jewels. Colored diamonds, including the 15-carat Everts yellow diamond, made their debut in the fashion scene. The audience gasped, applauded and made mental notes of \$200 costumes and \$2,000 fur coats which would soon be bought to complete a winter wardrobe.

FRILLY PARTY DRESSES ARE HARDY PERENNIALS IN FASHION SHOWS



Texas Style Show

to see a million dollars worth of finery

Fashion-wise, Dallas is a loyal town. Its rich citizens, into whose pockets millions of dollars flow annually from the oil wells of Texas, spurn the labels of great New York houses. Patriotically they prefer to flaunt the label of their great local store.

The theme of the show was "Revolt Against Regimentation." On this page are five of the different evening silhouettes exhibited. They ranged from the fluffy girlish frock shown below to the bustle and sleekly swathed harem skirt. For additional fashions, turn the page.

THIS ONE OF TULLE EMBROIDERED IN PAILLETTES COSTS \$195



Pre-War II elegance is typified by this gown of brocaded taffeta with tight long sleeves and bustle back.



Corseted torso, draped hip, stark décolletage and full skirt characterize this gown. Notice the long gloves.



Harem hemline in this two-toned draped dress that flows from shoulder to toe is new note in fall fashions.



Ermine evening wrap has loose panels at front which can be used as a muff. This luxury item costs \$2,275.



The All-Star Lineup of Raincoat Fashions

● For style in the rain . . . with utmost protection . . . look for the Alligator label. Waterproof coats that withstand severest down-pours—water-repellent garments that give lasting protection—all smartly styled and deftly tailored to retain their good looks.

\$57⁵ to \$25

THE ALLIGATOR COMPANY, St. Louis, Missouri

AT BETTER DEALERS EVERYWHERE

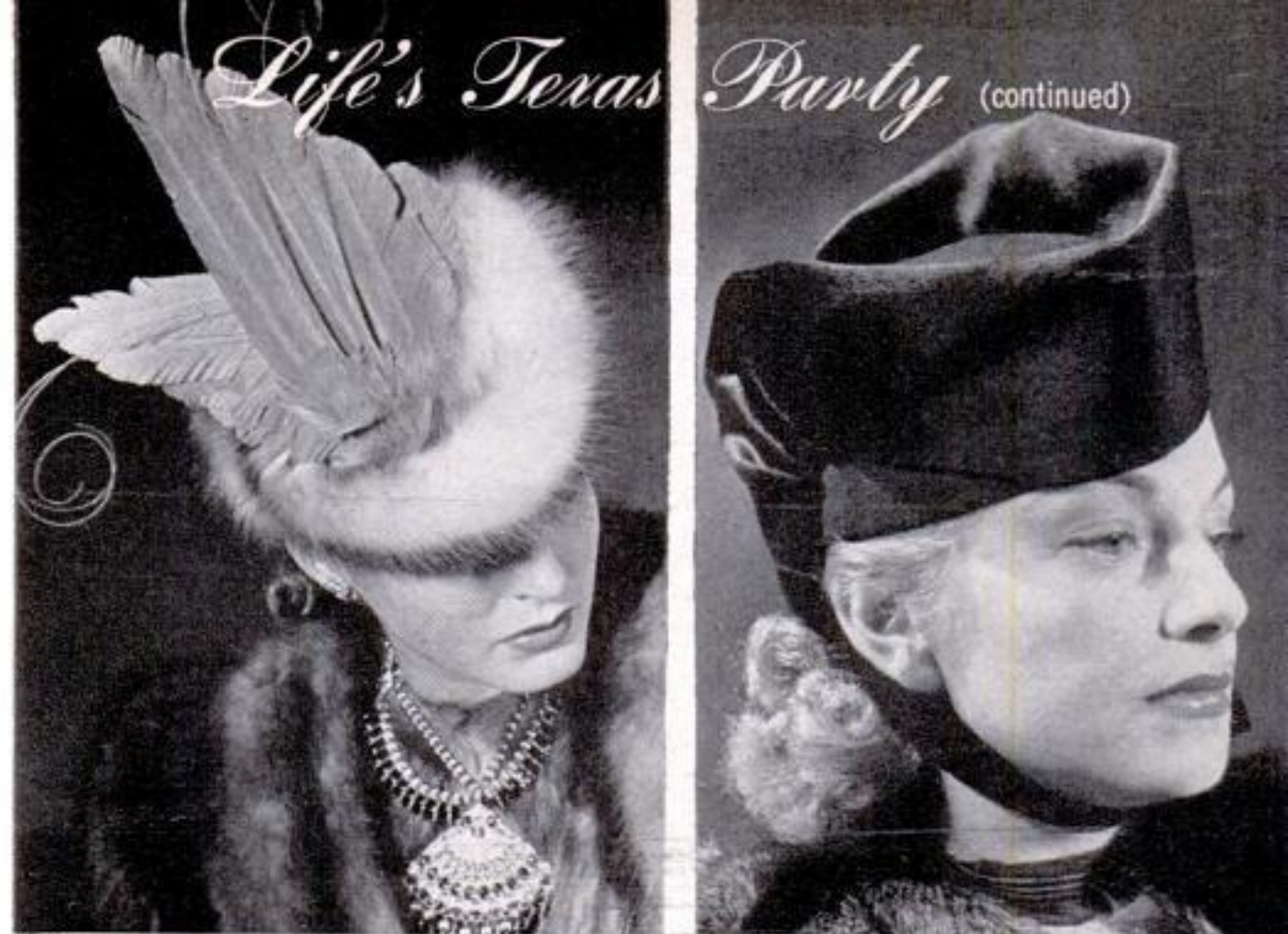


NEW SOLE.. *Softens up the sidewalks*

You've never felt anything like it. A cushion of crepe rubber sandwiched between two layers of leather. Keeps out cold, dampness. No overheating. No "squish-squash" when you walk. Reduces fatigue. Pioneered by Walk-Over. BROADWAY: Antique Finish brown Norge. Walk-Over prices \$6.75 to \$12.50. Higher West. Geo. E. Keith Company, Brockton, Mass.



WALK-OVER



FUR TOQUE, BIRDS' WINGS, \$89.50

AN ORIGINAL SUZY MODEL FOR \$9



Mantelets and muffs are popular in Dallas. One Neiman-Marcus customer bought three: in beaver, white ermine, Persian lamb. This, in sheared beaver, costs \$395.

FELT POSTILION WITH JERSEY SNOOD

MINK-TAIL AND ANTELOPE HAT IS \$49





RIPIED VELVET TURBAN COSTS \$27.75



TAMBOURINE PILLBOX OF VELVET, \$35



Russian ermine trimmed with ermine tails is used for this short mantelet and its large matching muff. This dressy little Victorian number may be had for \$395.

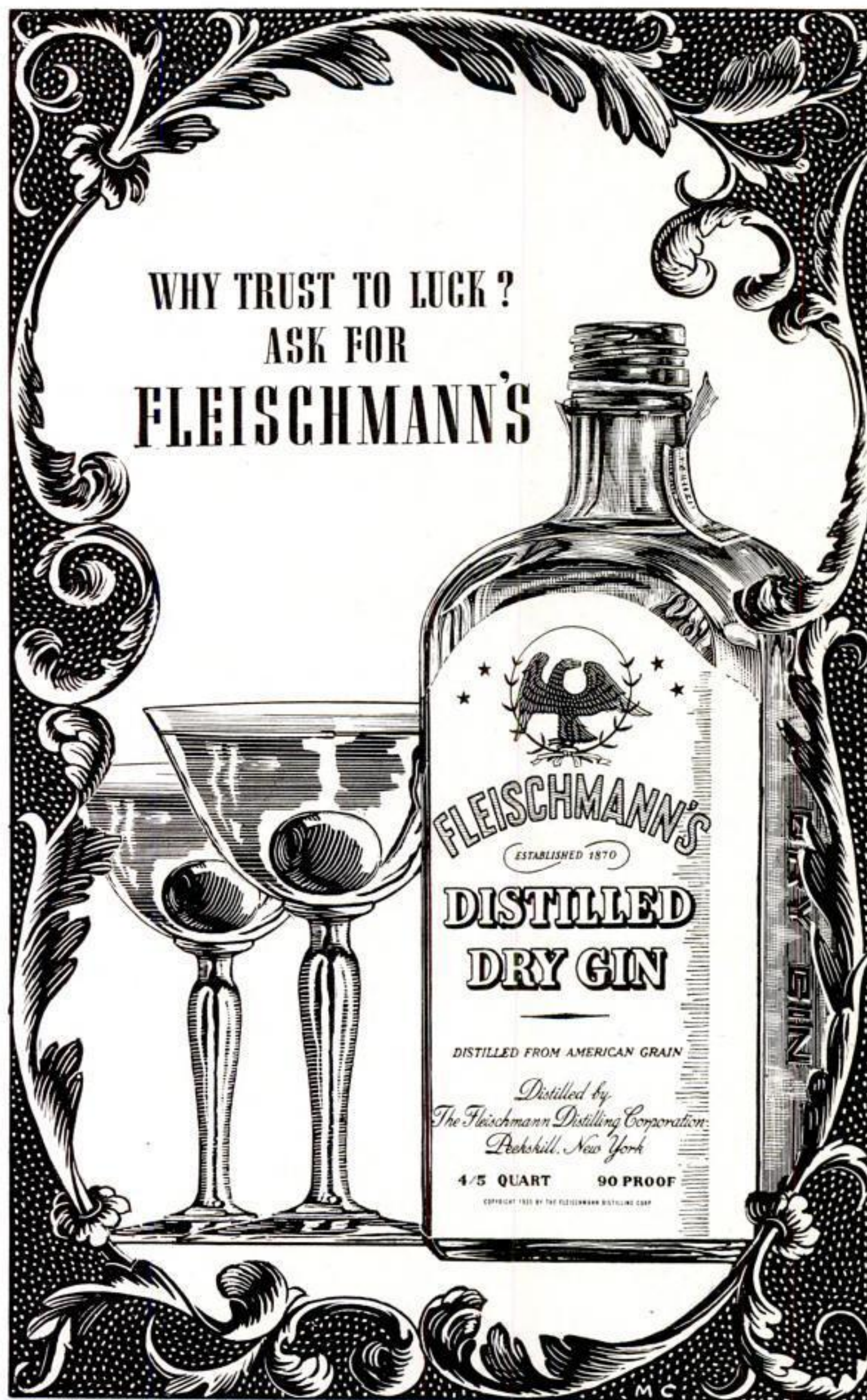
TOUQUE OF PERSIAN LAMB COSTS \$55



SHEARED BEAVER SHAKO HAS WOOL SNOOD



CONTINUED ON NEXT PAGE



Many of the best bars "pour" Fleischmann's, but *all* good bars will give you Fleischmann's if you ask for it in your gin drinks. So why trust to luck? Learn to say Fleischmann's and know what you're getting. Every drop distilled right from the grain by America's oldest gin distiller.

FLEISCHMANN'S

America's first gin is

EXTRA DRY

Distilled from American Grain. 90 Proof.
Try Fleischmann's Sloe Gin for your Sloe Gin Drinks. 65 Proof.
Copyright 1939, The Fleischmann Distilling Corporation, Peekskill, N. Y.

★

★



NOW..CASH IN YOUR OLD RAZOR FOR \$2.75 as trade-in on the World's *FASTEST* Dry Shaver



THE NEW 1940 **SCHICK**
"CAPTAIN" DRY SHAVER

REGULAR PRICE . . . \$12.50
YOUR RAZOR 2.75
NET ONLY \$9.75

SCHICK WILL PAY YOU \$2.75
for any old razor, "wet" or "dry",
safety, straight-edge, or electric
FOR LIMITED TIME ONLY

MORE than two million men have already modernized their shaving with Schick Dry Shavers! Now Schick introduces the world's fastest dry shaver—the 1940 Schick "CAPTAIN"—for better, quicker, less costly shaves than you've ever had from any razor!

The new 1940 Schick "CAPTAIN" at \$12.50 is the biggest value ever offered in a dry shaver. It contains a faster and more powerful motor; a faster and more efficient shearing head; and many other features, equalled only by the Schick "Colonel" at \$15.

And that's why we're making the following "breath-taking" offer.

Don't miss this opportunity

Go to any Schick dealer who displays the Schick "CAPTAIN" sign, and cash in your old razor for \$2.75. He'll accept any type razor . . . safety, straight-edge or electric. That means your new Schick "CAPTAIN" costs you only \$9.75 instead of regular price of \$12.50.

Use the "CAPTAIN" 30 days. If it doesn't give you smoother, closer, more comfortable shaves . . . return it and get your money back in full.

SPECIAL OFFER: \$3.75 ALLOWANCE
on trade-in of old Schick Dry Shavers

The Most Advanced Modern Improvements of Any Dry Shaver

Look at these exclusive features! The most advanced improvements in any dry shaver . . . equalled only by Schick "Colonel" at \$15!

FASTER SHAVES—New hi-speed "frictionless" motor, 50% faster, more powerful than former Schick "Standard"—operates patented "Speed King" shearing head, permits quicker strokes.

CLEANER SHAVES—Exclusive design of "Speed King" Schick shearing head whisks off beard clean and close. "Wedge" slots, wide at top, "feed" hairs firmly into the scissor-action.

SAFER SHAVES—Schick "CAPTAIN" is absolutely safe, passed by Board of Underwriters. Double-insulated. An ingenious oiling system practically eliminates internal friction; an exclusive feature "coil-cools" the motor, permits no "hot spots".

NO VIBRATION—New motor in Schick "CAPTAIN", like the Schick "Colonel", has no annoying vibration!

SAVE \$5.00 TO \$10.00 A YEAR on blades, soap, lotions, etc.! Pays for itself in 2 years—then you shave FREE!



**THIS SIGN . . . "THE CAPTAIN" . . . IDENTIFIES DEALERS
AUTHORIZED TO GIVE YOU \$2.75 ON THIS OFFER**

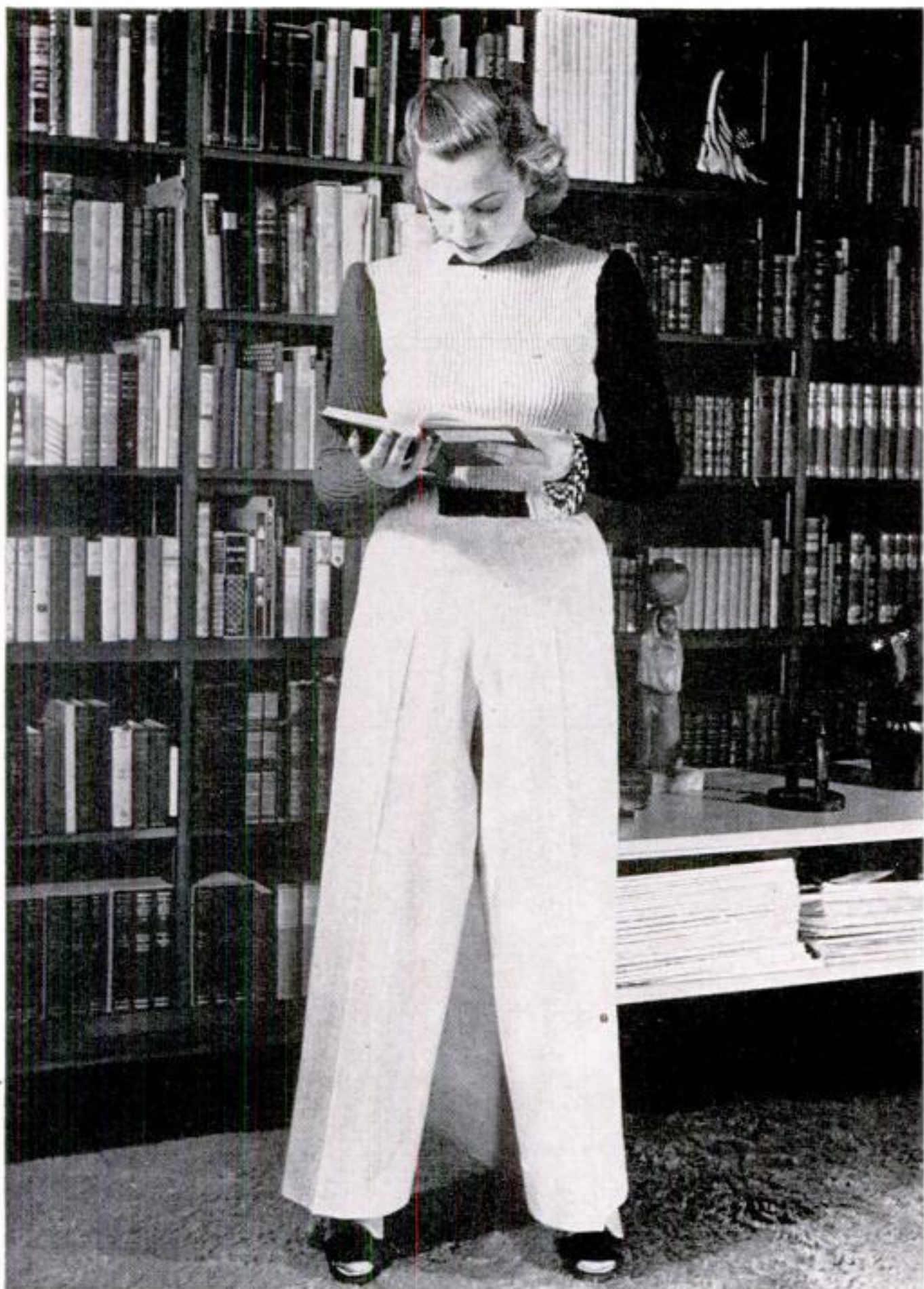
SCHICK DRY SHAVER, INC., Stamford, Conn. In Canada: distributed by Canadian General Electric Co., Limited . . . Schick Dry Shaver, Inc., has no connection with the Magazine Repeating Razor Co., which manufactures and sells the Schick Injector Razor.



Slack suit has a long, molded jacket and trousers of plaid. Although this set for \$89.75, wealthy Southwestern ladies partial to slacks will order several sets.



Lounging pajamas of green, yellow and purple silk have gold braid and musical-note embroidery on jacket. The peg-top trousers are cut like jodhpurs. Outfit costs \$25.



Stop-and-Go sweater, hand-knit, with one sleeve red and one green, features this slack outfit. The trousers are made of natural-colored cashmere. Suit costs \$69.75.



Green-velvet housecoat with imported plaid-silk front panel can be worn as a dinner dress. The skirt is 6 yd. wide at the hem, has a modified bustle back. It costs \$195.



"To give teeth brilliant, shining lustre, I like Calox Tooth Powder"

June Lang
RADIANT HOLLYWOOD STAR

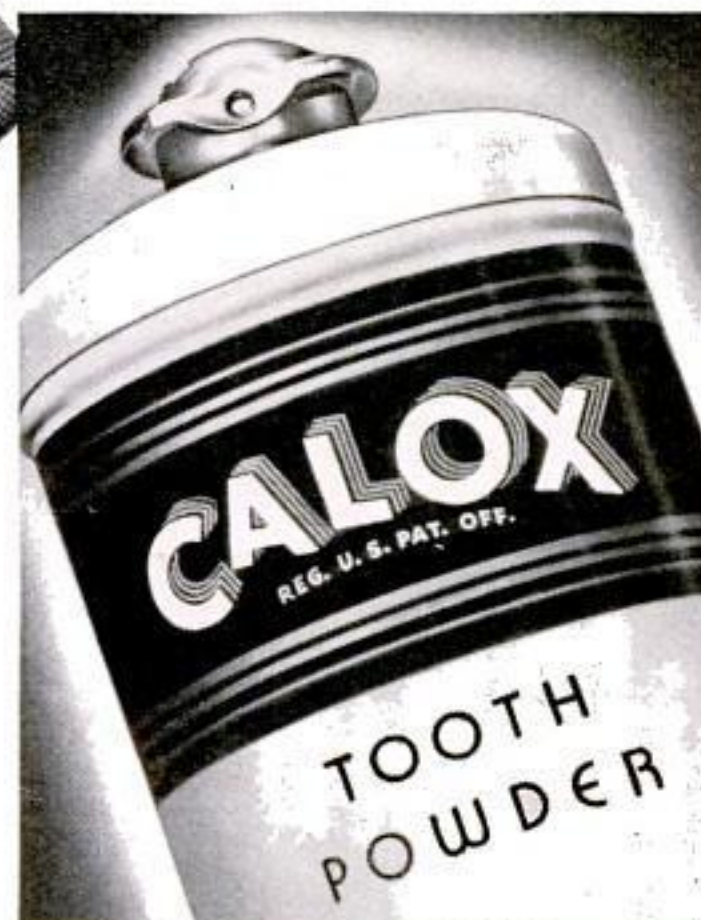
Brighten your smile with sparkling teeth!

Like many of Hollywood's brightest stars, use Calox Tooth Powder to polish *your* teeth. Calox is a pleasant-tasting, money-saving dentifrice made specially to give teeth a bright, high polish—to help bring out natural lustre without harm to precious tooth enamel. Take a tip from Hollywood about bright, sparkling smiles—get Calox Tooth Powder at any drug counter. Five long-lasting sizes.

Copr. 1939 McKesson & Robbins Inc.



Look for this life-sized figure of June Lang in your drug store.



Tested and approved by Good Housekeeping Bureau. Calox is made with prescription accuracy; contains five separate, pure ingredients. Use Calox twice a day—see your dentist every three months.

Help your teeth shine like the stars... Use Calox Tooth Powder



Why let YOUR boy or girl feel unhappy and left out because of ADOLESCENT PIMPLES?

MOTHERS—understand now what often causes those ugly pimples that mean so much misery to young people:

FIRST—Between 13 and 25 the skin is oversensitive. Then sluggish intestines may cause pimples to break out.

SECOND—Your boy or girl may not be getting enough Vitamin A—a vitamin important to help keep the skin free from blemishes.

Fleischmann's new **HIGH-VITAMIN Yeast** is helping to solve these two problems for many young people. The fresh yeast helps stimulate intestinal action. And, 2 cakes a day now supply over 6000 units of Vitamin A.

Have your boy or girl with poor skin eat two cakes of High-Vitamin Yeast every day—one ½ hour before breakfast or lunch, one ½ hour before supper. Many report results in 30 days or less!



Read how this* boy got help

"My skin was so broken out," he says, "I was ashamed to have people see me. Then I ate Fleischmann's High-Vitamin Yeast. I sure am grateful for how it helped me."

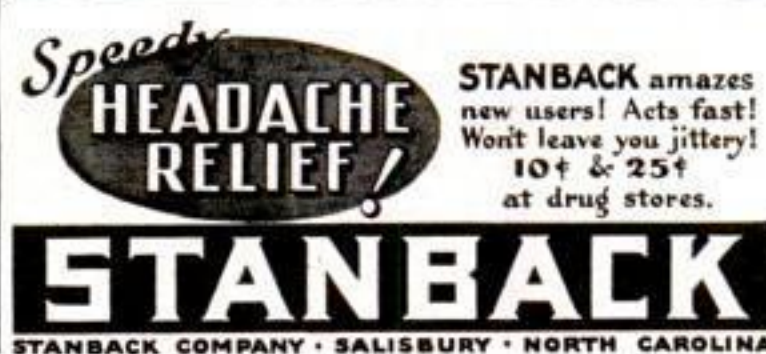
*name on request



New HIGH-VITAMIN YEAST

helps this skin trouble even more!

Copyright, 1939, Standard Brands Incorporated



Photographs by amateurs submitted to LIFE's Contributions Department are considered on an equal basis with those of professionals. They should be submitted to:

Contributions Editor **LIFE** Rockefeller Center, New York City

PICTURES TO

CHINESE FLOOD

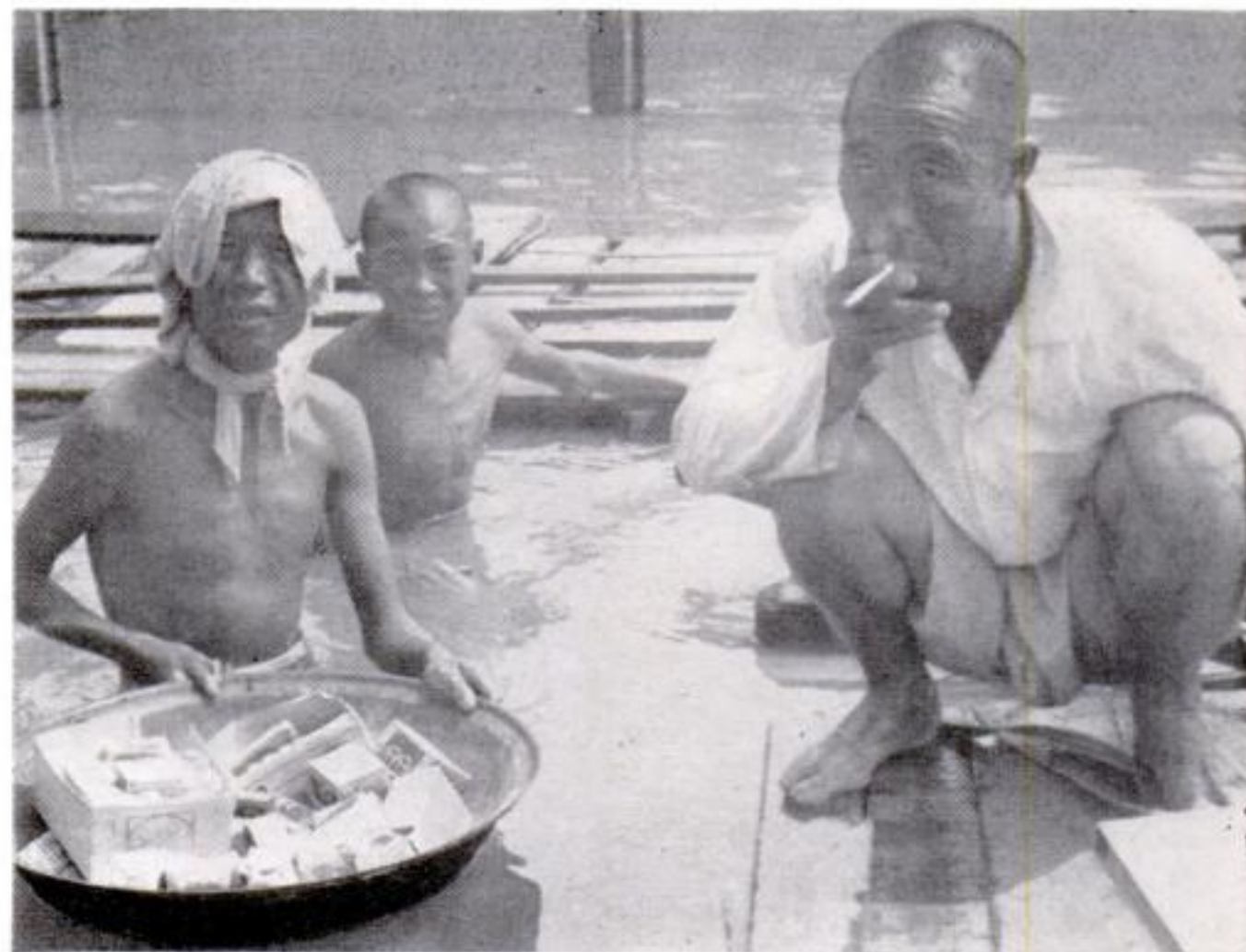
Sirs:

These pictures show how philosophically the citizens of Tientsin lived through their recent catastrophic flood. Some

10,000 Chinese were drowned, but undaunted survivors went about their business as usual.

K. RAIMUND

Peking, China



A SHREWD CIGARET VENDOR ADAPTS HIMSELF TO CONDITIONS



SCARCITY OF BOATS BRINGS OUT MAKESHIFT RAFTS—SOME COMFORTABLE



NATURE BREAKS JAP BLOCKADE. WIRE ENTANGLEMENTS DRIFT IN STREETS

CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions, however, whether professional or amateur, will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. LIFE will not be responsible for safe handling of same either in its office or in transit. Payment will be made only on approval and publication. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York.

THE EDITORS

"BIGGEST SWINE"

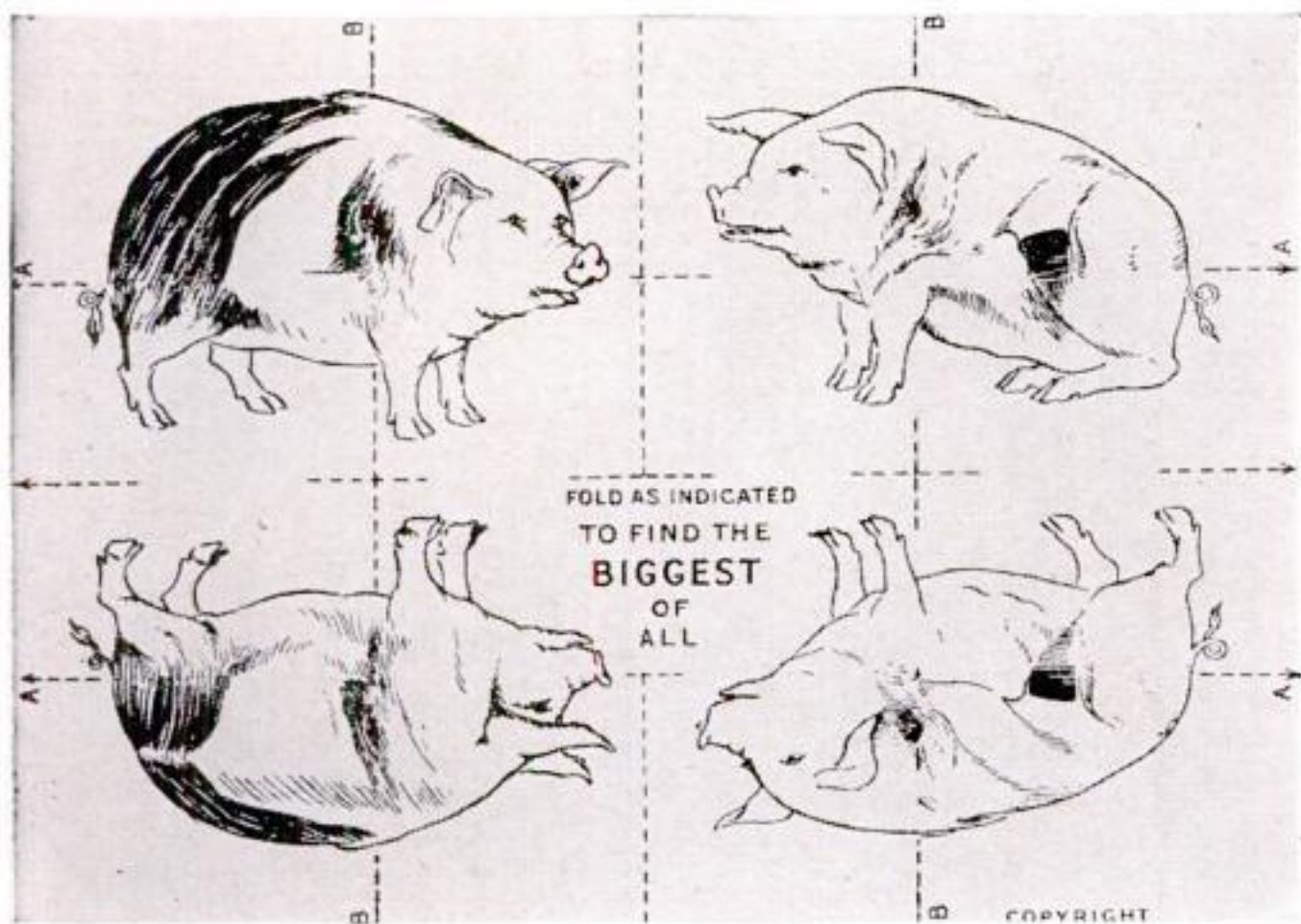
Sirs:

Here is a copy of a folding piece which is selling like hot cakes here in London at

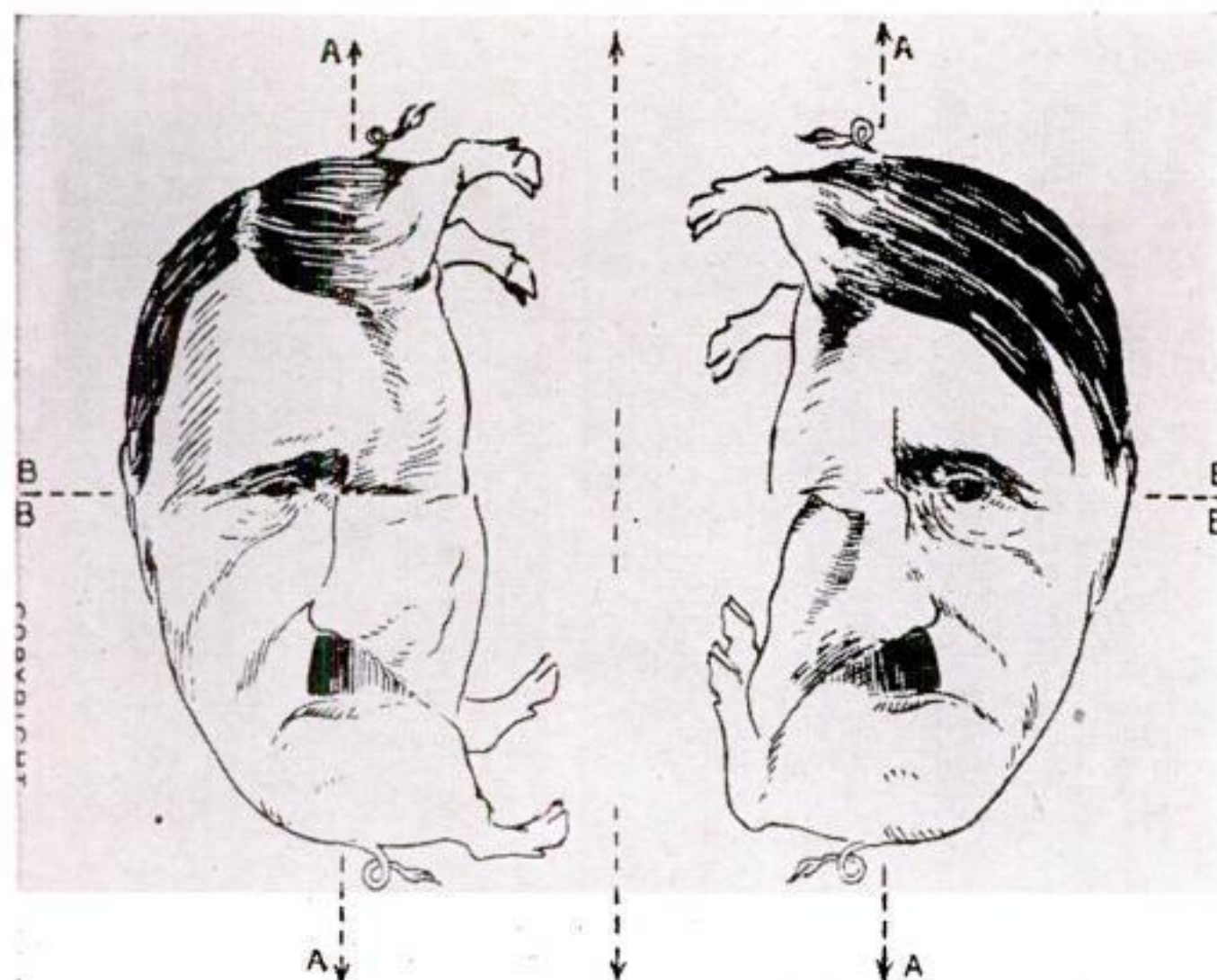
a penny each. The "game," if game it is, is called "The Biggest Swine of All." Directions are self-explanatory.

BENJAMIN MARSHALL

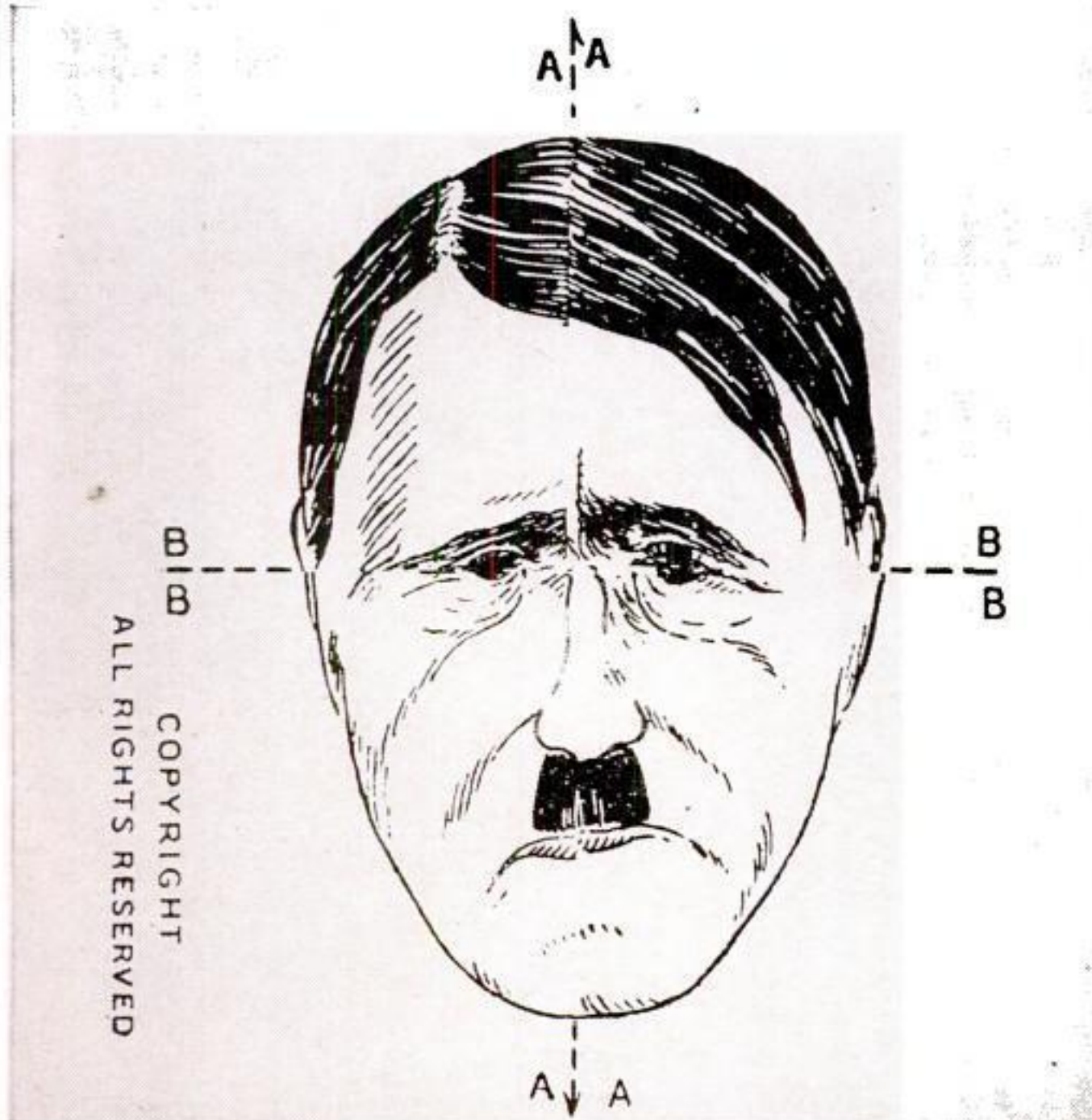
London, England



THE "GAME" AS IT ORIGINALLY APPEARS WITH FOLDING DIRECTIONS



TURNED SIDWAYS AND FOLDED, THE PIECE BEGINS TO TAKE FORM



FINAL RESULT WHEN FOLDING IS COMPLETE



Big Chief Billy, though quite brave,
Once used to fuss, and rant and rave
When mother had to bandage o'er
Some little cut or wound or sore.

Today he's dignified and staid
While mother's sticking on Band-Aid,
It fits so quickly into place
On ankle, elbow, skin or face.



← ONLY 19¢ FOR 36 READY-TO-USE BAND-AIDS

Johnson & Johnson
BAND-AID ADHESIVE BANDAGES
REG. U. S. PAT. OFF.
A RED CROSS PRODUCT

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

OF LIFE published weekly at Chicago, Illinois for October 1, 1939.
State of New York
County of New York) ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared C. D. Jackson, who, having been duly sworn according to law, deposes and says that he is the Business Manager of LIFE and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, TIME Inc., TIME & LIFE Bldg., New York, N. Y., Editor, Henry R. Luce, TIME & LIFE Bldg., New York, N. Y., Managing Editor, John S. Billings, TIME & LIFE Bldg., New York, N. Y., Business Manager, C. D. Jackson, TIME & LIFE Bldg., New York, N. Y.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) TIME Incorporated, TIME & LIFE Building, New York, N. Y.; Brown Brothers, Harriman & Co., 59 Wall St., New York, N. Y.; F. Du Sossit Duke, Greens Farms, Conn.; Mrs. Mimi B. Durant, c/o The National City Bank, 167 East 72nd St., New York, N. Y.; William V. Griffin, 140 Cedar St., New York, N. Y.; Louise H. Ingalls, 1658 Union Commerce Building, Cleveland, Ohio; Irving Trust Company, as Trustee (Benefit of Elizabeth Busch Pool), 1 Wall St., New York, N. Y.; Robert L. Johnson, 135 East 42nd St., New York, N. Y.; Margaret Zerbe Larsen, TIME & LIFE Bldg., New York, N. Y.; Roy E. Larsen, TIME & LIFE Bldg., New York, N. Y.; Henry R. Luce, TIME & LIFE Bldg., New York, N. Y.; John S. Martin, TIME & LIFE Bldg., New York, N. Y.; Samuel W. Meek, Jr., c/o H. A. Schafuss, Chas. D. Barney & Co., 14 Wall St., New York, N. Y.; Maurice T. Moore & Lila Tyng, as Trustees (Benefit of Lila Tyng and others), 15 Broad St., New York, N. Y.; J. P. Morgan & Company, (Account of Henry P. Davison), P. O. Box 1266, New York, N. Y.; The New York Trust Company (Account of Edith Hale Harkness), 100 Broadway, New York, N. Y.; The New York Trust Company (Account of William Hale Harkness), 100 Broadway, New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) C. D. Jackson,
Business Manager.

Sworn to and subscribed before me this 29th day of September, 1939.

(Seal) William F. Hoeft.

(My commission expires March 30, 1940.)

BOTH HANDS FREE
for Hair-do or Make-up



KEEP those CURLS! Be WELL GROOMED!

★ Ends all the bother of holding a hand mirror to see the back of your hair... makes it easy to set and keep wave or curls in place.

"Miracle Mirror" leaves Both Hands Free for hair-do... make-up... plucking and shaping eyebrows. Pays for itself in no time.

Rests snugly and comfortably around the neck. Light in weight... beautifully finished... Ivory and gold, black and gold, all-gold, or chrome. A superb gift.

Double mirror... \$2.95 (one side magnifying)

Single mirror... \$2.25

At all good Dept. Stores, or write

FAY-CHAMBLESS CO.

25 E. Jackson Blvd., Chicago



Adjustable to give any reflection from any angle. Reverse side magnifying mirror ideal for shaping and plucking eyebrows.



Men find Miracle Mirror great for shaving. Use it anywhere.

FUN FOR THE FAMILY!

Thanks to Mother's grand discovery!

Copyright, General Foods Corp., 1939



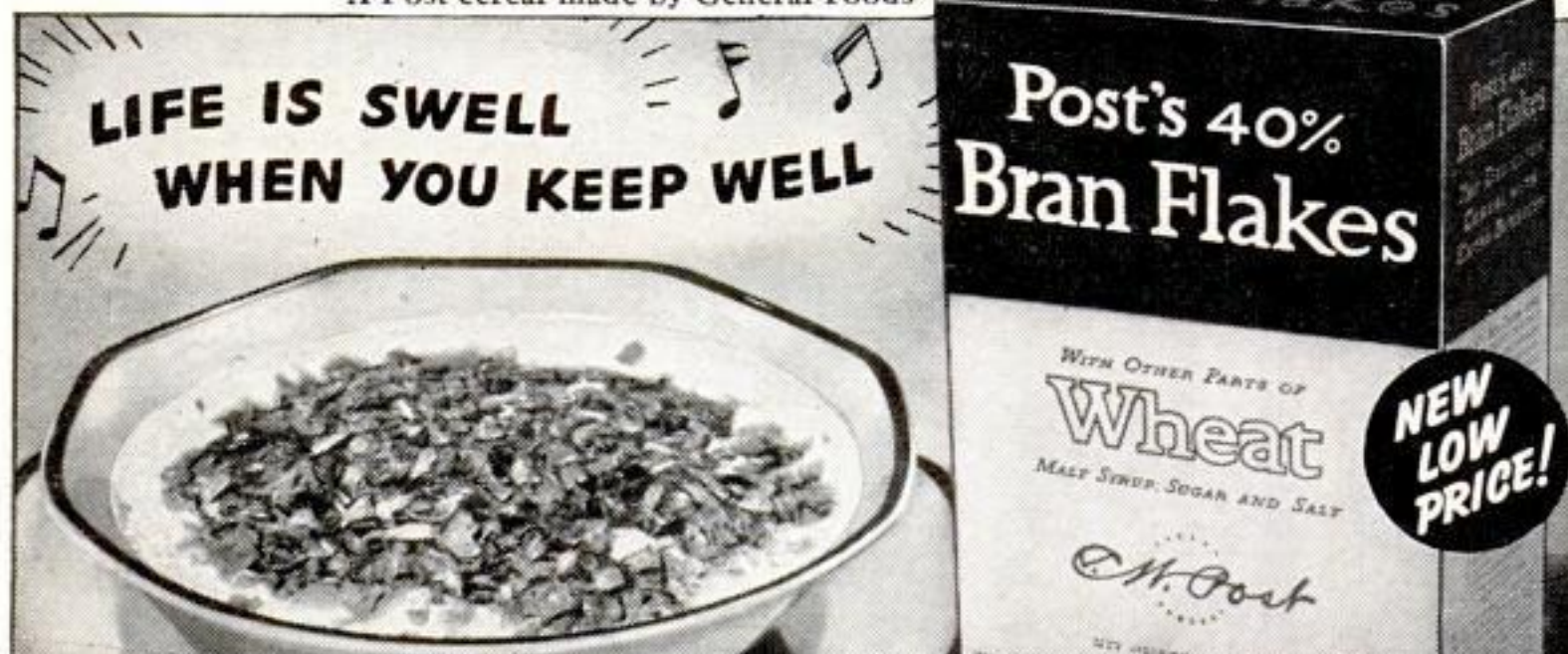
"WE ALWAYS HAVE lots of fun, don't we?" says little Janie. And young Tommy, Dad and Mother agree! It was Mother who discovered how to help her family start every day with a smile . . . a few months ago, she started serving crisp, tempting Post's 40% Bran Flakes for breakfast. It was the most delicious cereal they'd ever tasted, and . . .



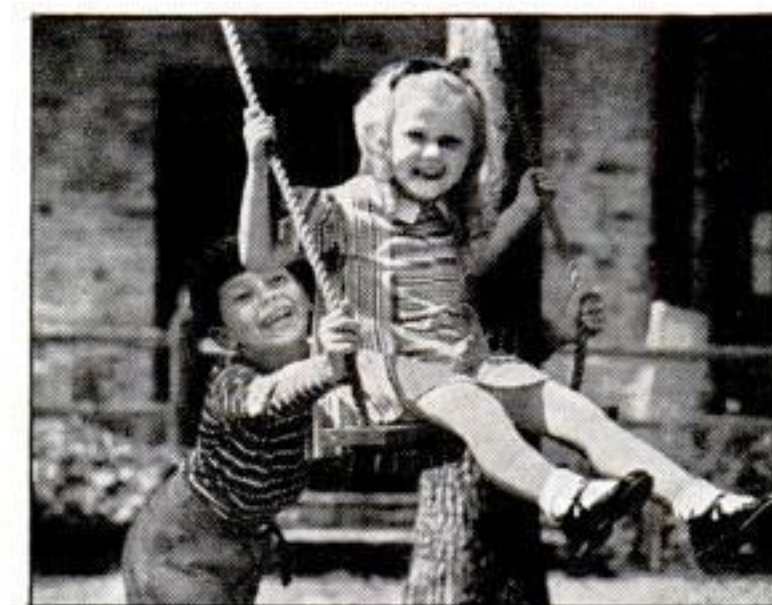
AND EVERY BOWLFUL Tommy and Janie eat brings them the *second benefit* of precious food values: For Post's Bran Flakes are a good cereal source of phosphorus, iron, Vitamin B₁ to help maintain good appetite, and Vitamin G to help promote growth and vigor.

MOTHER SAYS, "I was so pleased to find that Post's Bran Flakes actually cost so little since my grocer announced that NEW LOW PRICE . . . but more than that, I'm just delighted at what those TWO EXTRA BENEFITS seem to have done for my family. They've never been more fit and happy in their lives!"

A Post cereal made by General Foods



IMPORTANT: Post's Bran Flakes, due to their bulk, are a *regulative* cereal. Constipation due to insufficient bulk in the diet should yield to Post's Bran



FOR ACTIVE YOUNG ONES and grown-ups alike, Mother learned that Post's Bran Flakes give two valuable EXTRA BENEFITS. First, Post's Bran Flakes provide bran, a *natural* regulator. People whose systems are irregular, due to lack of bulk in the diet, find Post's Bran Flakes, eaten daily, a wonderful help . . .



Flakes, eaten regularly—as a breakfast cereal or in muffins. For cases not corrected in this simple manner, a physician should be consulted.

PICTURES TO THE EDITORS

(continued)

JUNIOR vs. SENIOR

Sirs:

These pictures show what happened to my first attempt to teach Junior how to eat like a gentleman. The last picture shows the utter futility of a father's try-

ing to force that miracle of civilization, the spoon, upon an untamed spirit. Junior still insists that licking chocolate custard from his fingers is more fun than eating it with a spoon.

LOUIS SPERLING
Brooklyn, N. Y.



JUNIOR STARES OPEN-MOUTHED BUT HE'S STILL UNCONVINCED



FATHER TRIES FORCE WHILE JUNIOR REVEALS AN AMAZING WILL POWER



JUNIOR WINS COMPLETELY AND PROSTRATES A RUTHLESS FATHER

"HONEY," I SAYS, "CHOCOLATE AN' APRICOT MAKES SCRUMPTIOUS CAKE!"

"But you got to have **BAKER'S CHOCOLATE**
to give that rich taste!"



MY MISS LUELLA givin' her first married party this Hallowe'en and Ise makin' her my bestest cake. Um-m-M! Meltin' rich with Baker's Chocolate, juicy chunks of apricot mix in it, and whip' cream on the top! That's some cake!



"WHY'S IT MUS' BE BAKER'S CHOCOLATE?" Miss Luella wants to know. "Cause all the richness from the fines' cocoa beans gets lef' in Baker's," I explain. "Ain't none taken out; ain't nothin' else added. That's how come my Baker's Chocolate frostin' is always so shiny an' my Baker's Chocolate cakes jus' bustin' with scrumptiousness!"



NO FOOLIN'! That cake disappears at the party like snow in the sunshine! Miss Luella mighty proud—but she's skeered, too. "What'll we do for seconds?" she whispers. "Don' you fret!" I chuckles. "When I cooks with Baker's Chocolate, I knows what's boun' to happen. Honey, I done made two of them cakes!"

CHOCOLATE APRICOT DESSERT CAKE

- | | |
|-------------------------------------|--|
| 2 cups sifted Swans Down Cake Flour | 3 squares Baker's Unsweetened Chocolate, melted |
| 2 teaspoons Calumet Baking Powder* | 3/4 cup milk |
| 1/4 teaspoon soda | 1 teaspoon vanilla |
| 1/2 teaspoon salt | 3/4 cup cooked, dried apricots, drained and coarsely cut |
| 1/2 cup butter or other shortening | 3 tablespoons confectioners' sugar |
| 1 1/4 cups sugar | 1/4 teaspoon vanilla |
| 2 eggs, unbeaten | 1 cup cream, whipped |

Sift flour once, measure, add baking powder, soda, and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add eggs, one at a time, beating thoroughly after each. Then add chocolate and blend. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla and apricots, mixing thoroughly. Bake in two greased 9-inch layer pans in moderate oven (350° F.) 30 minutes. Add confectioners' sugar and vanilla to whipped cream. Spread between layers and on top of cake. To decorate, dip ends of apricot halves in melted chocolate and arrange on top of cake. (All measurements are level.)

*If another baking powder is used, adjust the proportions as recommended by the manufacturers.



FOR RICH, REAL CHOCOLATE FLAVOR AND COLOR get Baker's Chocolate—the quality famous since 1780! Look for the "Baker Chocolate Girl" on the label. Baker's Chocolate is a product of General Foods.

FOR PERFECT RESULTS, FOLLOW THIS TESTED RECIPE EXACTLY, USING BAKER'S CHOCOLATE



TRY ME, TOO! I TASTE LUXURIOUS, BUT I'M THRIFTY IN THE FULL-POUND SIZE!

BAKER'S COCOA has been famous for generations for the richness which gives it such color and smooth, luscious flavor. Yet today this luxury cocoa is far from luxury-priced. The money you save by ordering Baker's in the full-pound size makes it amazingly economical. And Baker's richness makes it go farther, too! Do try a pound can of Baker's Cocoa this week.

Copyright, General Foods Corp., 1939



WANT TO BE A POPULAR HOSTESS? SEND TODAY FOR THIS HELPFUL BOOK!

Beautiful new "Party Book" of delectable chocolate foods for every jolly occasion on the calendar! 28 illustrated pages—59 recipes carefully tested for you at our chocolate headquarters. Yours free! Just mail this coupon today to—GENERAL FOODS, BATTLE CREEK, MICH.

Your name _____
Street _____
City _____ State _____

(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires April 15, 1940)

● WITNESSED STATEMENT SERIES:

"Finest Tobacco" in 300 Years

"Uncle Sam's new methods helped make it better than ever . . . and Luckies always buy the 'Cream'," says Larry Moore, independent tobacco buyer and a Lucky smoker for 21 years.

HERE'S what Larry Moore, a well-known independent tobacco expert, told a visitor in Tobaccoland recently:

VISITOR: "Why have crops in recent years been so good?"

MR. MOORE: "Because farmers have adopted new methods . . . developed by the U. S. Government!"

VISITOR: "Do Luckies get a good grade of these improved crops?"

MR. MOORE: "Yes, sir—Luckies always *did* choose the choicer grades. That's what started me smoking them 21 years ago!"

VISITOR: "Do other tobacco experts prefer Luckies, too?"

MR. MOORE: "Among those I know, Luckies are the 2 to 1 favorite!"

VISITOR: "Looks to me as if I'd better try Luckies!"

Yes, the tobacco in Luckies is better than ever. And Luckies are easy on the throat because the famous "Toasting" process takes out certain harsh irritants found in all tobacco. Try Luckies for one week. Then you'll know why we ask: "Have you tried a Lucky lately?" You'll also know why . . . **WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1.**



Easy on Your Throat—
Because **"IT'S TOASTED"**

*Have you tried a
Lucky lately?*

Copyright 1939, The American Tobacco Company